



Informal Retail

Ti in collaboration with M4Jam and GG Alcock



Actionable insights and opportunities to grow in this sector

The informal retail sector is an often forgotten playing field for many brands that seek growth and expansion. Although winning within the informal retail sector can be extremely challenging, it also presents significant opportunities found nowhere else in the South African FMCG trading environment. Despite the growing pressure on traders' operations and shoppers' disposable income, this is a retail sector worth investing in.

Why Attend this Briefing

- Gain insight into the **size of the prize**
- Understand **retail behaviours & trends** in the informal retail sector
- Understand the **disruption of COVID-19**
- Identify **opportunities** available within this sector

Content Framework

- Setting the scene "what is informal retail" – size, growth rate, channel formats, traders & shopper profile
- The Afropolitan – GG Alcock
- Impact of COVID-19
- Watch Live Research take place in the market – M4Jam
- Macro view of trends in the Informal Channel – TI
- Opportunities in Informal retail

Date 15 October 2020

Time 08h30 – 13h00

Price R3,500 pp or 15% discount (R2,975 pp per briefing) if attending all 4 Retail Briefings OR 3 free seats with the purchase of this Channel report



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