



FORMAL INDEPENDENT TRADE IN SOUTH AFRICA

Providing manufacturers with insight into South Africa's formal independent grocery trade channel, the opportunities and challenges it presents.

Opportunities in a Dynamic Market Sector / A Channel in Transition

The **independent fast moving consumer goods (FMCG) market** represented by unlisted wholesalers and retailers, remains a key area of opportunity for **suppliers** in South Africa. The dynamic nature of this market sector, within a context of macro-environmental factors impacting South African retail, is increasing in relevance as a route to market to the **informal retail channel**.

The Ti Formal Independent Channel Report provides manufacturers with actionable information that will inform aligned business plans for this market sector, change immediate relational behaviour with your independent trade customer, and drive short to medium-term market share gains.

Why Invest in this Report

- **Understand the macro trends** impacting wholesale and buying group behaviour and the associated impact on suppliers and other key stakeholders
- Identify the resulting **considerations and opportunities** for your business
- **Gain insight into key players** within the channel
- Build a **relevant route-to-market strategy** and customer business plan
- **Fast, easy access** to a ready-to-use insight and image-rich report

An invaluable key account manager's customer business planning tool



Content Framework

The Changing Route-to-Market

- Route-to-market blurring is creating an interactive ecosystem, changing the trading landscape

Formal Independent Wholesale – A Channel in Transition

- A growing presence of retail operations within a wholesale space
- Convenience retailing through franchise retail outlets
- Vertical integration through redistribution and distribution centre capacity
- Collaboration and integration as a lifeline for buying groups

Key Trends, Impacts and Opportunities

- A clear perspective on how the independent trade players are responding to current market dynamics, highlighting opportunities for consumer goods manufacturers



For more information, contact Shelley van Heerden on: +27 (31) 303 2803 | info@tradeintelligence.co.za or visit www.tradeintelligence.co.za

Annual report
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