



Retail – The Great Reset

How fast fashion is just the beginning
But groceries online is booming

ABOUT US

Market Decisions is a focused research company that has a broad client base through its partnerships with Spatial companies and other key players in retail and transportation. We have also conducted specialised research due to our impactful studies on a wide variety of clients.

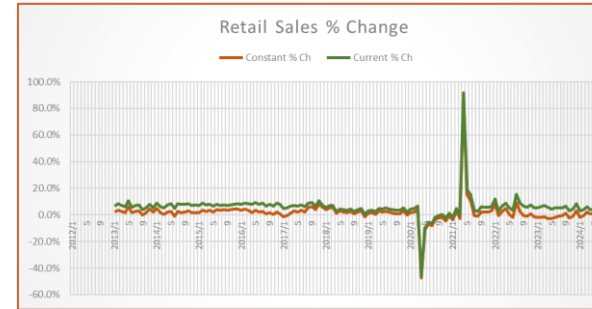
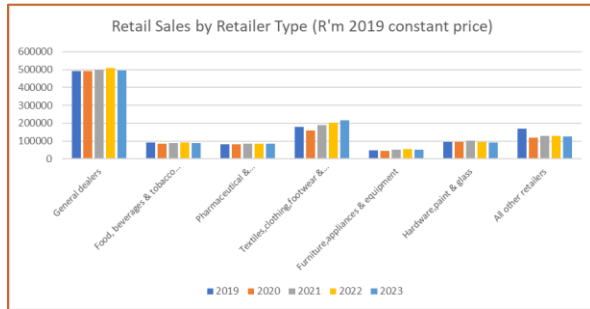
Our Spotlight: Africa takes us further into the continent as we move to highlight our differentiators in the changing world of market research. The leaning towards social media requires networking with key markets within a highly diversified consumer market, the use of well thought out influencers and constant monitoring

Clients benefit due to our partnership through every phase of the research and the provision of additional insight following any research we undertake.

- **QUOTE:** “We have known for some time the value of brick-and-mortar to a retailer’s strategy. Our latest findings further prove this by showing that the return rate for in-store purchases is three times less than the return rate for online purchases. Additionally, consumers are becoming more mindful of changing return policies that result in fees and shortened return windows.”

- Tom McGee, President & CEO, ICSC





Source: StatsSA R 1,366,547 ml current price; R 1,152,887 constant 2019 prices

RETAIL SALES IN SOUTH AFRICA



FAST FASHION

Inditex (Zara) held the title of the world's richest fast fashion company but both Shein and Temu have gained popularity.

Shein has a huge valuation and is primed for an IPO. With sales almost entirely online, the retailer generated about \$23bn (R436.7bn) in global revenue in 2022, according to research firm Coresight.

Pinduoduo (owner of Temu) reported net profit soared 246% to 28 billion yuan (\$3.9 billion) in the first quarter of 2024, more than double the average analyst estimate of 12.62 billion yuan (\$1.7 billion), according to LSEG data.





ONLINE GROCERIES?

The on-demand grocery shopping market in South Africa has ballooned in recent years, led by Shoprite Holdings Checkers Sixty60 app, which took off during the Covid-19 pandemic. Revenue has not been released but it is said to exceed R10 billion annually. Its app download exceeds 5 million.

Pick n Pay also claims that their asap app has been downloaded 4 million times.

Woolworths DASH has had 2 million downloads.

The increasingly crowded market now has Checkers, Pick n Pay, Woolworths and Spar all jockeying for position. Cross shopping is evident, especially amongst Millennials and GenZ's.

Source: Internet and Tech companies in South Africa

SUMMARY

In the latest Retailer Directory (2019) published by the South African Council of Shopping Centres, we updated the information and found that there are over 50,000 stores, with 35% being franchise operations.

Expect changes, but keep a physical presence. Entice shoppers through online platforms. Evidence of AI is already present.

Location, Location, Location?

Competition, Competition, Competition!

Direct Marketing: Content Creation, Social Media and more+

Hire staff that reflects your market and train them well!

The changing face of Retailers and Retail



MASSCASH

