

Delegates version

- In February 2025, the UCT Liberty institute launched a 170 slide report on South Africa's mass market at two events in Johannesburg and Cape Town.
- This deck has **20 slides** from the report and is available to delegates.
- To access the **full 170 slide report** as well as the institutes other reports, you can contact us at:
 - Paul Egan: paul.egan@uct.ac.za
 - James Lappeman: j.Lappeman@uct.ac.za

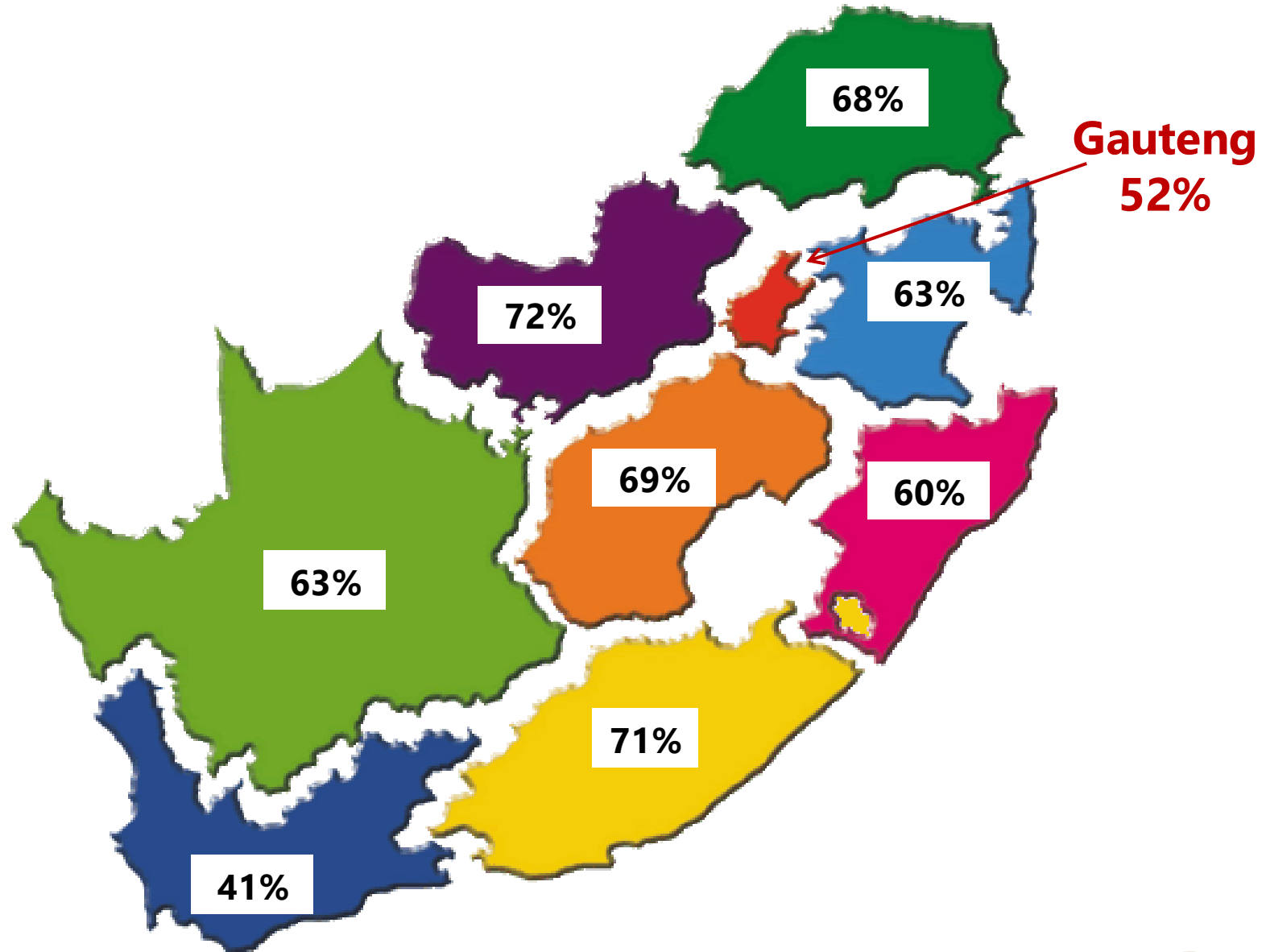


The Majority Report 2025

An investigation into SA's Mass
Market

Photo by Thomas Chauke

Households earning less than R8,000 make up **'the majority'** of people in 8 out of 9 provinces.

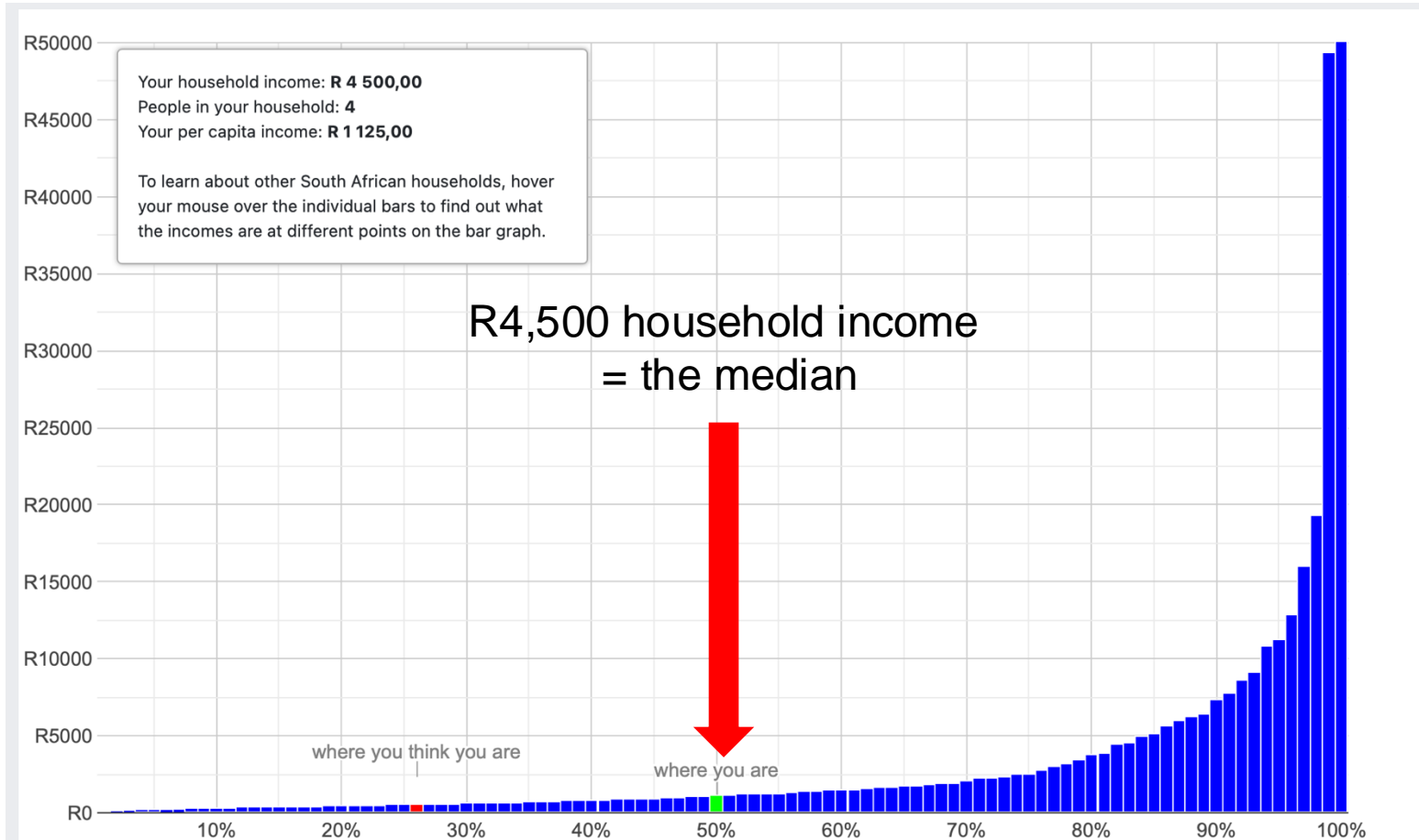


Source: GHS 2022

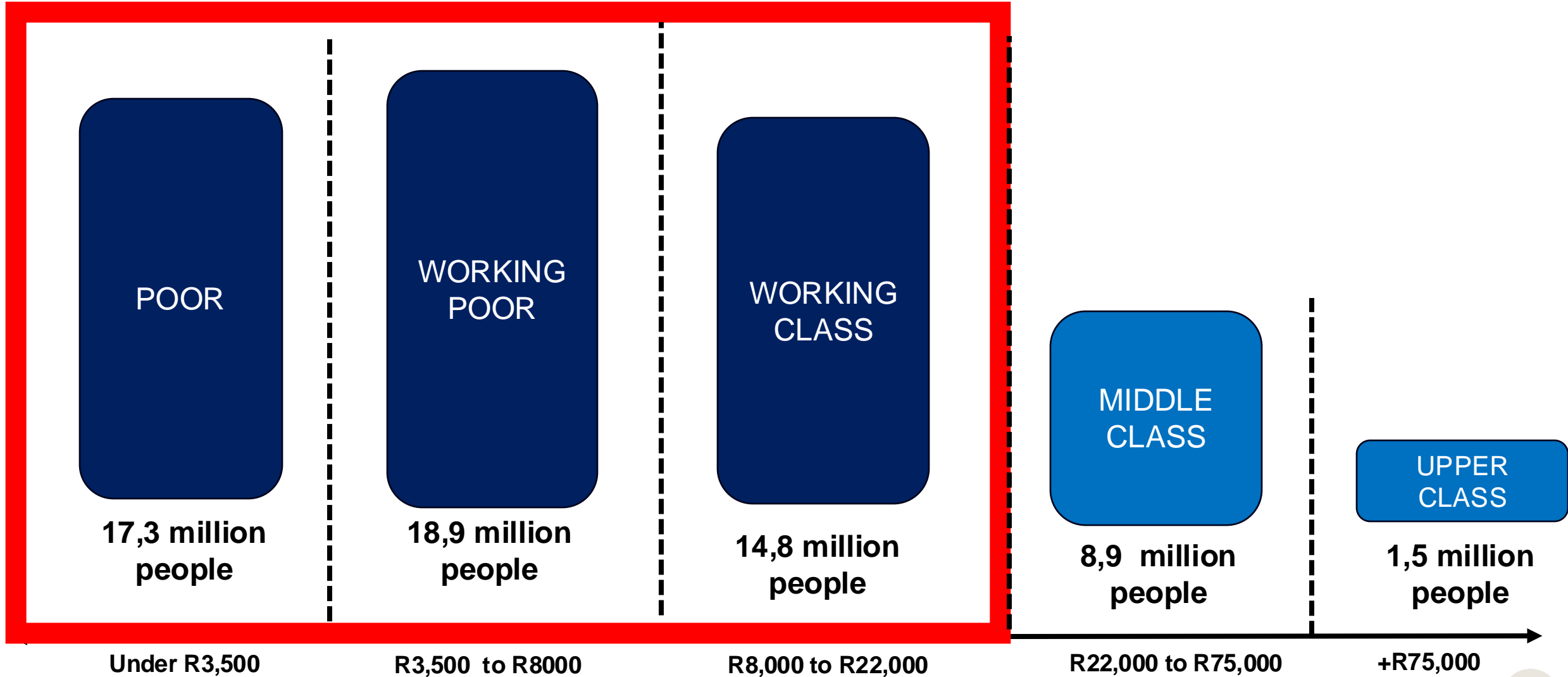
Income inequality in perspective

Lowest earning households

Highest earning households



SA'S MASS MARKET - Number of people



THE MASS MARKET OPPORTUNITY

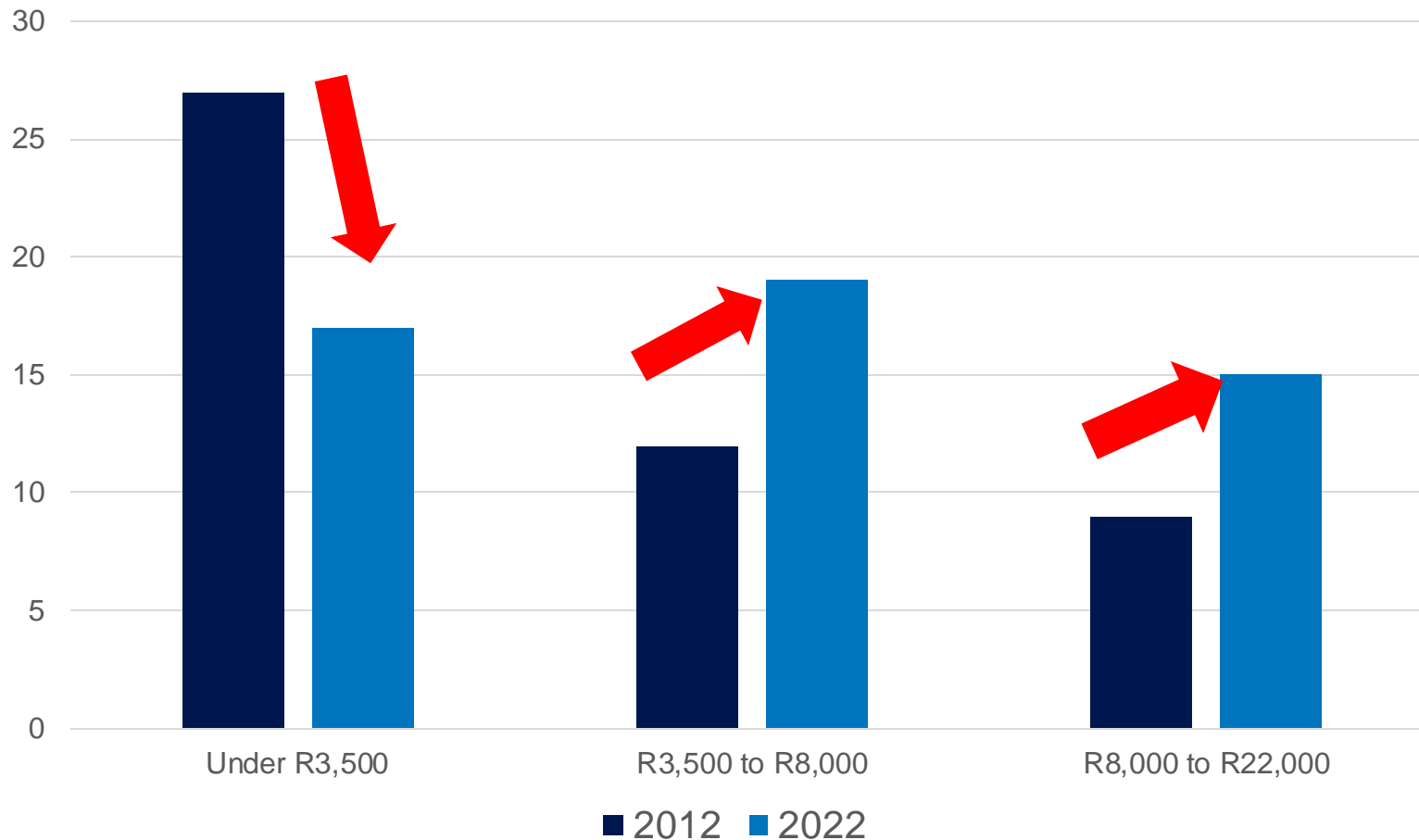
Spending power

- **R1 trillion** – aggregate **spending power** per annum
- **40%** - of total consumer **spend**
- **80%** - of the **total population**

Source: GHS, 2022, StatsSA

A growing market – more people

Number of people by household income (millions)



Three million
more people
since 2012

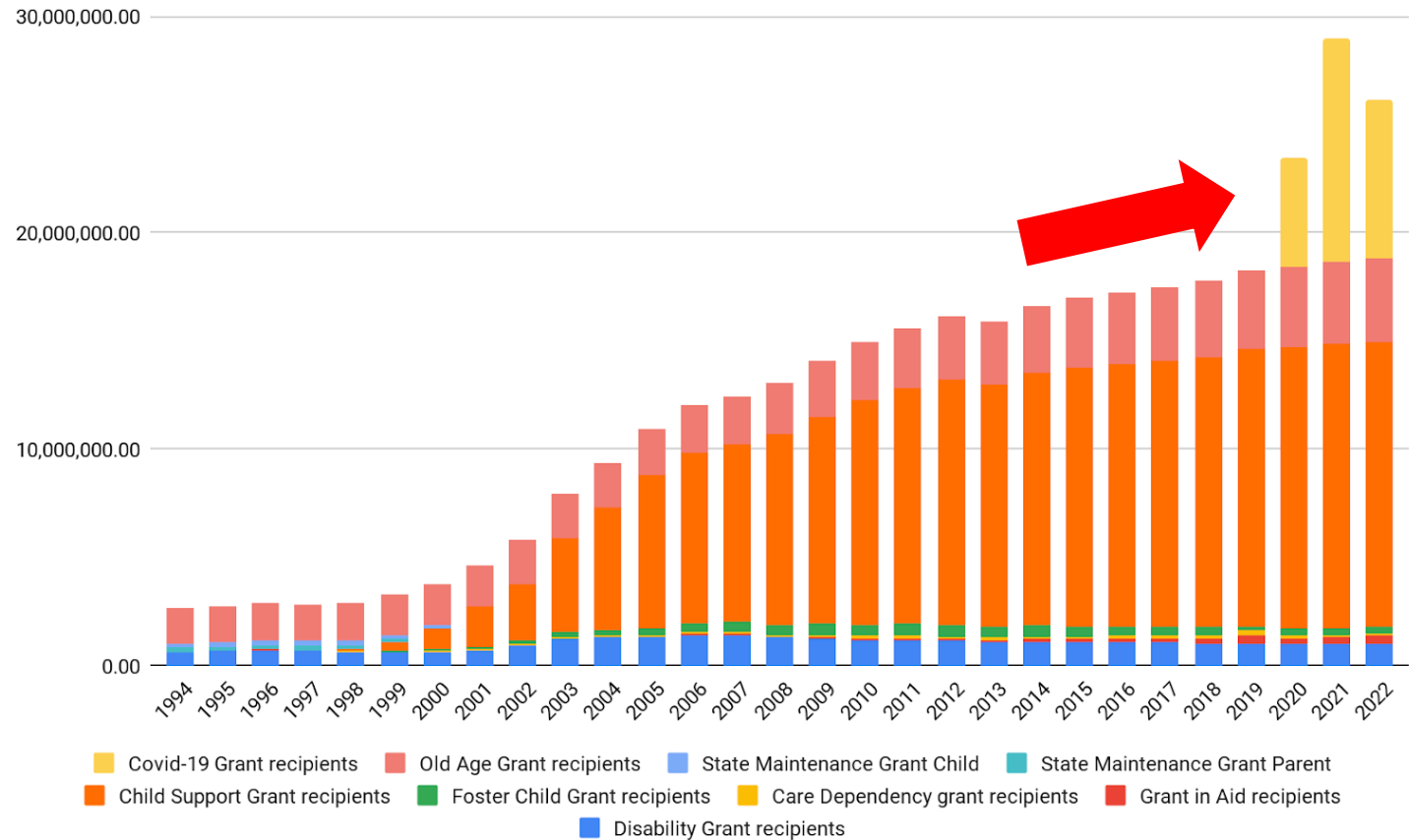
Growth - Spend on Social Grants Increasing

20 million + social grant recipients

R250 billion – amount spent on social grants



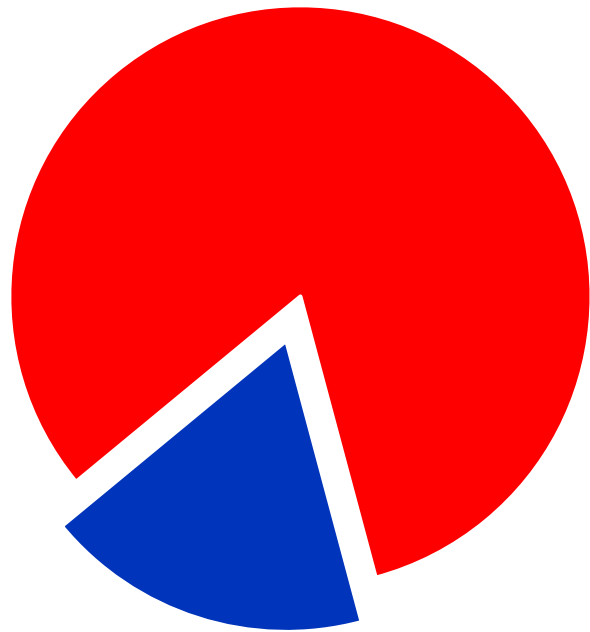
Social grant recipients by grant type



South Africa's LARGEST and most VULNERABLE segments



Would you be able to handle and **unexpected expense**?



■ Yes ■ No

Only a small proportion of poorer households say they would be able to handle an **unexpected expense**.

71% of South African households which experienced shock reported **substantial difficulty** in buying or paying for basic needs.

Knight et al. (2015)

Households Under R8,000 pm*

*Source: Institute Primary Research

A vested interest in South Africa's future

**85% of all SA's
children live in
'Mass Market'
households**

GHS, 2022





COPING STRATEGIES



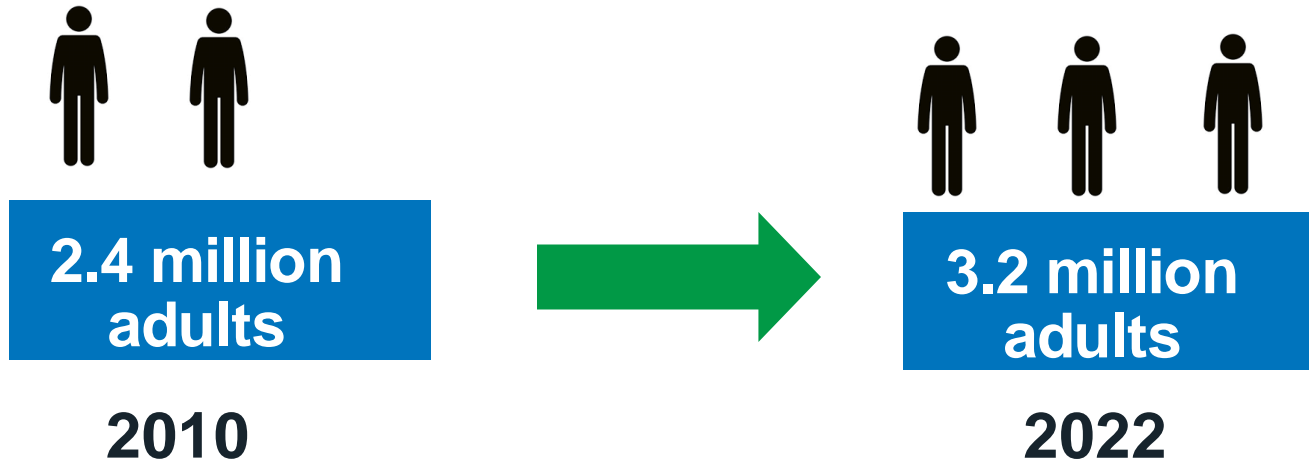
Embrace the informal

- ✓ **One in every six** South Africans work in the informal sector.
- ✓ Almost **80% of the 1.4 million** informal enterprises are one-person firms.
- ✓ There are **more people** employed in the informal sector **than the mining sector**.
- ✓ The **large proportion** of enterprises are located at owners' homes and are largely integrated into the household.



1 million: growth in the number of people employed in the informal sector in the last decade.

Informal activity map of Delft



Around 20% of the workforce is employed in the informal sector.

MICRO-ENTERPRISE

Spaza	153
Street trade	146
Takeaway	145
Liquor sale	141
House shop	129
Mechanical service	84
Hair care	82
Meat, poultry, fish	67
Recycling	62
Wood and coal	60
Religious service	57
Green grocer	54
Micro-manufacture	49
Educare	47
Business Service	46
Tailor	46
Building service	45
Transport service	25
Entertainment service	24
Agriculture	22
Health service	18
Drug dealer	16
Community service	15
Homeware	15
Appliance repair	14
Tuck shop	14
Specialist store	12
Art and craft	11
Home maintenance	11
Car wash	10
Personal service	7
Restaurant	7
Shoe repair	5
Miscellaneous	2
Wholesaler	2
Phone	1

MAP LEGEND

- High street
- Main road
- Minor road
- Suburb



Source: SLF

Financial Management

The **Financial Diaries** identified 17 financial instruments used by poorer households, many of them informal:

- ✓ 4 savings instruments
- ✓ 2 insurance instruments
- ✓ 11 credit instruments

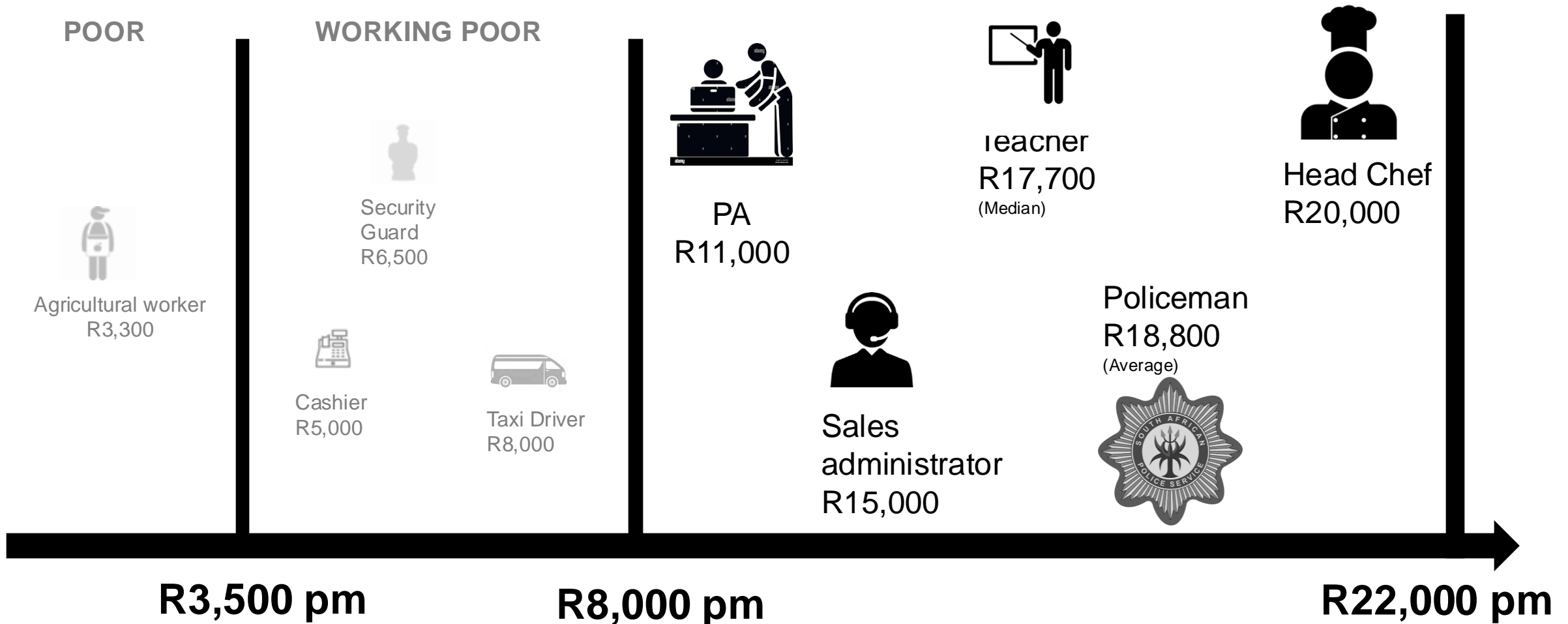


Financial instruments employed

Formal
Bank account
Unit trust
Funeral plan
Loan from bank / micro-lender
Insurance
Store/credit card
Account lay by
Rent arrears
Wage advance
Retirement / savings annuity
Trade credit
Debt under administration

Informal
Stokvel
Burial society
Friends, family lending / borrowing
Credit at local spaza / shebeen
Money guarding
Mashonisa loan
Saving-in-house
Salary timing
Giving credit

WORKING CLASS



*salaries will vary according to a number of factors. The above are indicative examples.

WORKING CLASS

R8,000 to R22,000 HOUSEHOLD INCOME

QUICK FACTS

R560 billion spend

24% of the population

21% of all consumer income

14.8 million people

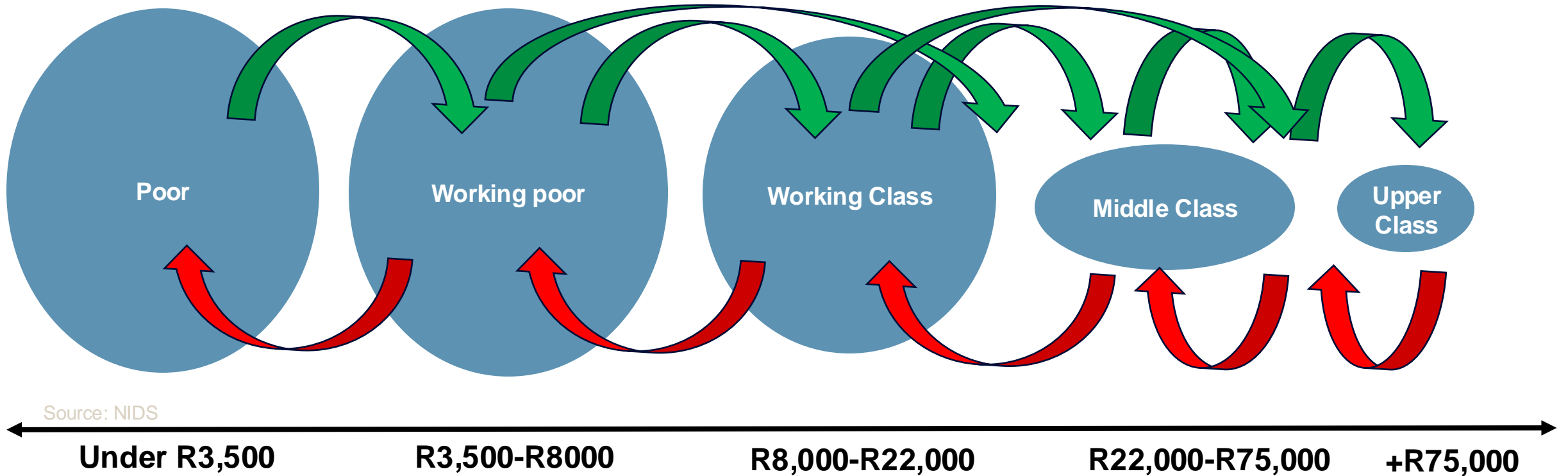
R13,400 average HH income



- Loss of job
- Death in the household
- Divorce, Illness
- Imprisonment
- Retirement
- Business failure
- Income stagnating

Why moving down? ? Why moving up?

- Getting a job
- Getting a better job
- Education
- Getting coupled (dual incomes)
- Business success



MOBILITY CHALLENGE

MARKETING IMPLICATIONS

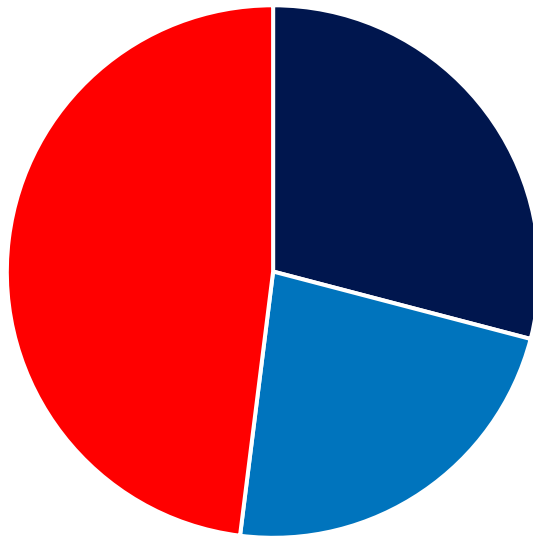


MORE THAN YOU EXPECT.

The Digital Divide Quantified

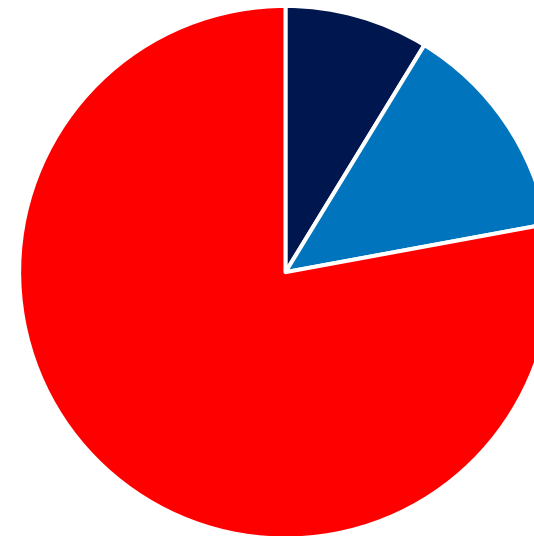
Internet Access in the home

Working Class



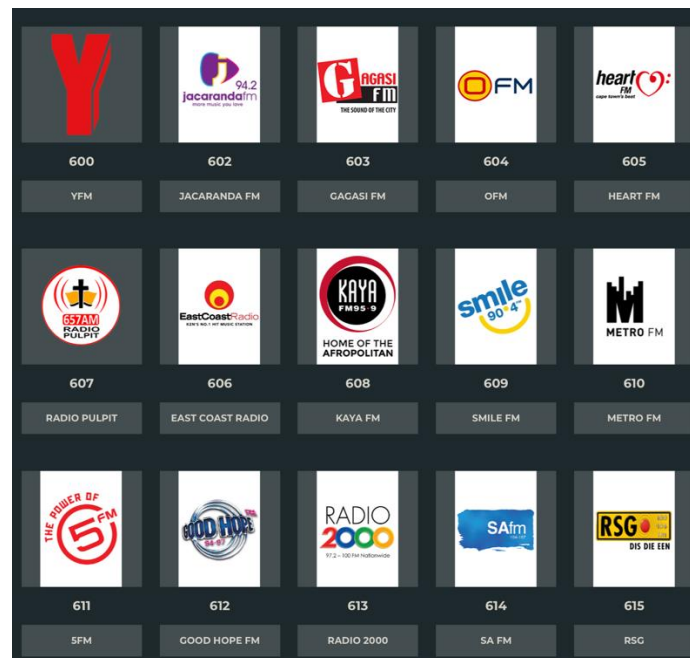
- No 5g or fibre
- I have access to up to 20 gigs of fibre or 5g a month
- Unlimited 5g or fibre

Middle Class



- No 5g or fibre
- I have access to up to 20 gigs of fibre or 5g a month
- Unlimited 5g or fibre

Signal change - Expanded choice



Streaming surge

Streaming in SA

Totals	18235
DStv App Website	8539
Netflix	4530
YouTube	4749
Showmax	3389
eVOD	973
Google Play	926
Disney plus	837
Amazon Prime Video	736
VIU	831
TelkomONE	304
Apple TV	279
Britbox	105

Source: Mapps



SABC+ adds half a million sign-ups in 3½ months

IN PARTNERSHIP WITH SABC+

Introducing SuperSport Schools on SABC+
In Feb 2025, SABC+ will elevate its sports offering with the launch of a dedicated SuperSport channel, giving children, parents and alma mater another platform to consume Schools sports content. Broadening the distribution channels of SuperSport Schools content.

655 928

What is SABC+?
SABC+ offers free and subscription-based access to a range of content, including live sports. Watch on-demand, live, catch up OR offline content.

Source: SABC+

The graphic features a dark background with a white monitor displaying the SABC+ logo and the SuperSport Schools logo. Text boxes with red borders provide details about the partnership and user growth.

Brand 'locked'

Many brands also remain firm favourites

"I love Butro butter"

Research participant

"I must have Fattis & Monis pasta"

Research participant

While others deliver on value:

"I must have good saving blades, as the cheap stuff gives me in-growing hair"

Research participant



MASVITA

NDATENDA

ASANTE SANA

AMESEGE 'NALLO'

ENKOSI

THANK YOU!!

ZIKOMO KWAMBIRI

MURAKOZEN'ITUMEZI

NGIYABONGA

ZIKOMO

SIYABONGA KAKULU

KEA LEBOHA