

TrendER

December 2020

>>Ke Dezemba Boss<<

A TrendER Insights trend report

Introduction

Our TrendER Insights' analysts are urbanites and culture curators capturing rare universal truths, observing trends and documenting culture, whilst creating playful moments with others all over the continent — at the very heart of your consumers and target market. We fuse influential consumer insights and research with unshakeable analytical thinking to produce powerful business intelligence and brand communication strategies.

Ideas.Love.Insights

>>STAY HOME<<

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1 to 12 December is the time to stock up for the month ahead



It is important to note that the first half of the month of December is dedicated to stocking up and bulk buying. This dramatically changes the way in which people normally consume products and have an unintended effect on the way they approach January.

Throughout the year many people plan their finances towards their December spending, and we see this in the way mamas in the Kasi are joining stokvels to help them during this month.

This stokvel helps black womxn during festive time as it, not only provides money, but it also secures discounts when buying in bulk. Womxn in the Kasi draw up their grocery list, compare them and then buy their festive goods in bulk via the stokvel and split the goods.

With this we can see the need for people to stock up for the month ahead as well as the spirit of coming together to ensure that everyone has enough during the festive season.

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A Soft Life

The term soft life is ubiquitously used on the streets and is known as an idiom that means a life of comfort and a life that resembles no evidence of unpleasantness. Daily, adults are faced with trying to keep afloat and ensuring that things do not fall apart, with that said whenever one is seen to be in an assumed “better” position the phrase “soft life” will be bestowed upon them.

The thirteenth cheque season is upon us and what this season means for South Africans equates to being liberated into the soft life. This is the season that allows us to splurge on the things we have longed for throughout the year.

Some argue that Slay queens and kings live a soft life, to them the game of life requires no sweat to get the things they want in life, these nice things just present themselves, the soft life. Our mass market in South Africa has got a warped ideology of what real wealth is (soft life) and assume that it is acquired by ‘soft activities’ and not hard work.

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House Parties

There is a saying E'kasi: 'If I walk into an RDP house and start bathing and choose to nap there don't ask questions as this is a house by the government for its people'. December has this element where people love to attend house parties because people want to avoid getting kicked out of the club at closing time. Many people who do not have a house or venue where they host parties take this opportunity to enroll in clubs that allow them to housesit for a small remuneration and at the same time, they get to host their friends and those with money book a guest house or lodge and host their friends.

Many leave these house parties (that go on with no end in sight) swearing they would never do these activities again, just to find themselves as the first group of people that celebrate the first weekend of December. We lose our morals and engage in excessive indulgence in sex, alcohol and drugs and pretend we are Rockstar's.

December is the month of house parties!

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The D in December stands for Disappearing

There is a saying that goes: 'In December you bath early in the morning, you don't know where the day will lead you'. What this means for many South African youth is that they constantly must be ready for a good time when it comes knocking. Many youths tend to leave their respective homes early in the morning and when the situations align, they disappear for a good while before making their ways back home after a few days.

The Insight? For many, the month of December is an opportunity to have as much fun as they possibly can. This usually results in people going out to one destination and ending at the next, the intention is for the fun to never 'finish'.

December is a month of Debauchery where many live a life of extremities. The most important thing about December is the notion that fun must not end.

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TrendER Insights is an African consumer insights research agency. We offer business intelligence by following trends and surveying consumers to gain a deeper understanding behind our consumer motivations, beliefs, needs and behaviours.

Our services :

We are a full service advertising agency:

- Consumer research
- Insights
- Trends
- Strategy
- Creative development

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