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SOUTH AFRICAN CONSUMERS SIGNIFICANTLY CUT BACK SPENDING ON GROCERIES —

A TrendER/InfoQuest Report



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With the current tight economic conditions, South Africans are having to watch what they spend on groceries.

To get an idea of those categories that have been most impacted, TrendER/infoQuest, a leading South African online research company, asked consumers which categories of groceries, if any, they have cut back on spending over the past six months.

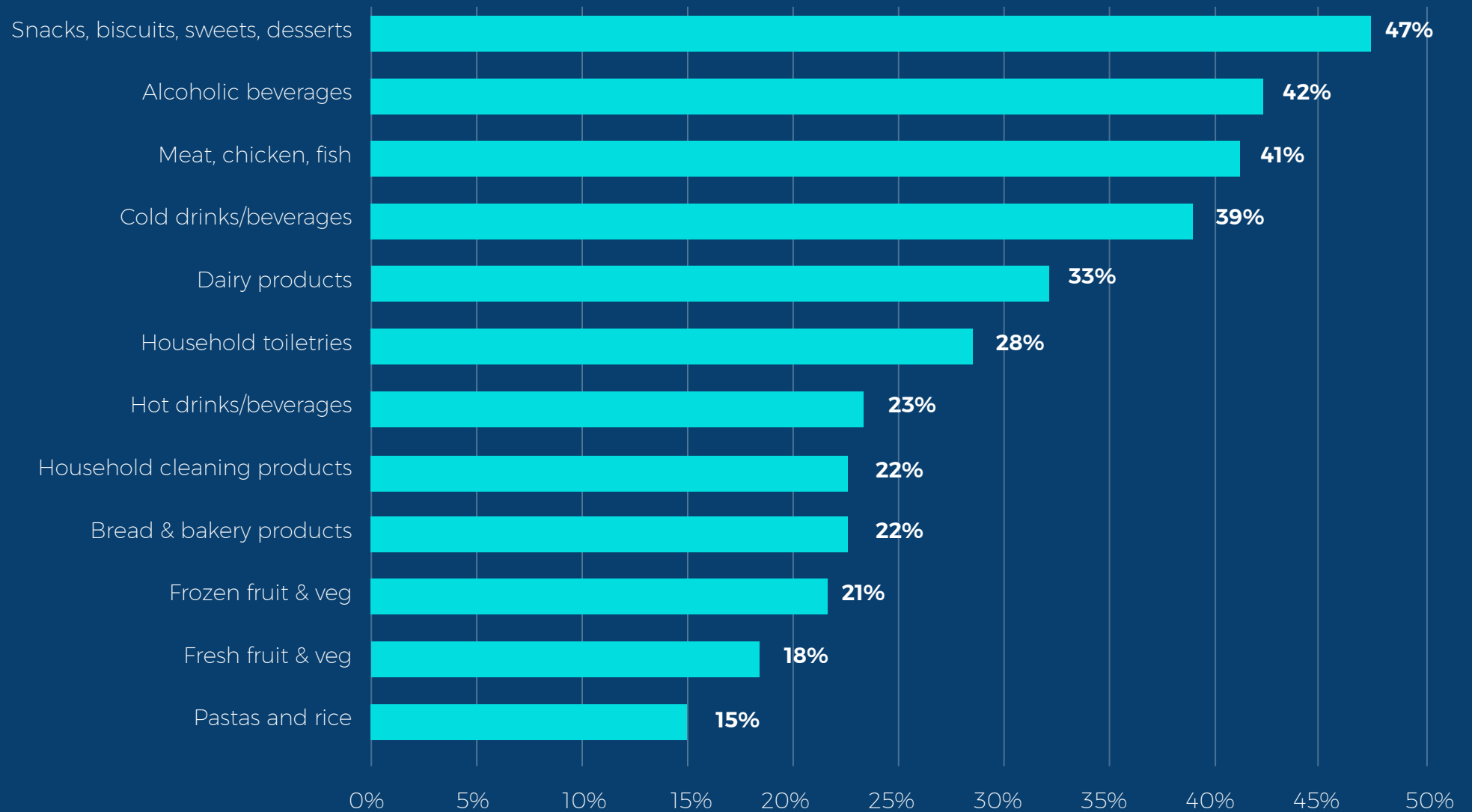
This research was conducted during **May 2023** and **300 consumers were interviewed**.



Approximately one in two consumers have cut back on buying snacks, biscuits, sweets and desserts, with alcoholic beverages and meat/chicken/fish in 2nd and 3rd positions.

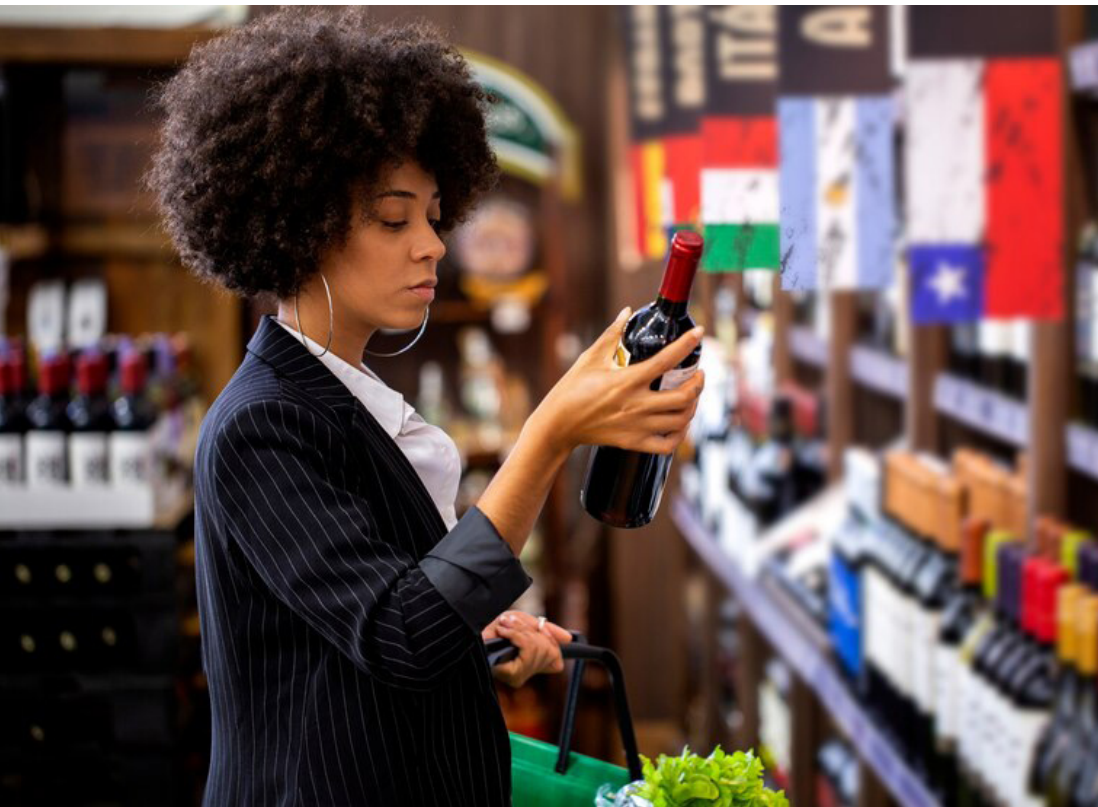
Fruit and vegetables and pastas/rice are the least affected categories, although still about one in five consumers had reduced their spend on these categories.





Snacks/biscuits/sweets/desserts and alcoholic beverages are categories where spending has reduced across all income categories, while certain categories such as **meat/chicken/fish, dairy products and pastas/rice** are categories where lower earning consumers have cut-back more than those earning higher incomes.

'Regardless of age and income, South African consumers are certainly feeling the financial pinch when it comes to feeding themselves and their families, with some significant spending shifts in various grocery categories,'
notes **Mogorosi Mashilo, MD of TrendER/infoQuest.**



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Infoquest is a subsidiary of TrendER, infoQuest was established in 2006 and is a leading South African online research company, also operating in Africa. They have the longest running consumer panel in SA, with approximately 40 000 panellists .

TrendER

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