

NIQ Retail Spend Barometer

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Get a comprehensive overview of cross-category and cross-channel spending in FMCG and Tech & Durables in six key European markets, analyzing more than €1.35 trillion in purchases

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FMCG and Tech & Durables consumer spend increased for Q2 2024 vs Q2 2023 in South Africa.

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Get tailored insights for [South Africa](#) such as:

- ZA consumers spent ZAR 212 billion on FMCG and Tech and Durable (T&D) goods in Q2 2024 and saw a 4.1% uplift in spend compared with the same period last year. Growth driven by FMCG with T&D goods in decline.
- 86% of shopper spend in ZA coming through FMCG, amounting to ZAR 181 billion, growing at 4.8% vs PY. T&D valued at ZAR 31 billion experiencing consistent performance compared with Q2 2023, growing at 0.4%.
- NIQ data shows that value growth for the FMCG sector has dropped from +7.2% in Q2 2023 to +4.8% in the same quarter 2024, this is despite a boost in consumer confidence and falling inflation, which fell from +5.4% in 2023 to +5.1% in 2024.

