



# Discounters in South Africa

February 2024

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## Discounters in South Africa - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Discounters continue to attract cash-strapped consumers in South Africa

Pick 'n' Pay Retailers accelerates rollout of Boxer stores

U-Save expands in rural areas as competition intensifies

#### PROSPECTS AND OPPORTUNITIES

Persisting income divide will continue supporting sales through discounters

Brand share likely to remain consolidated among leading players

Technology will gradually make its way to discounters

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What next for retail?

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