

CONSCIOUS CONSUMERISM RISES IN AFRICA

Ipsos Global Trends

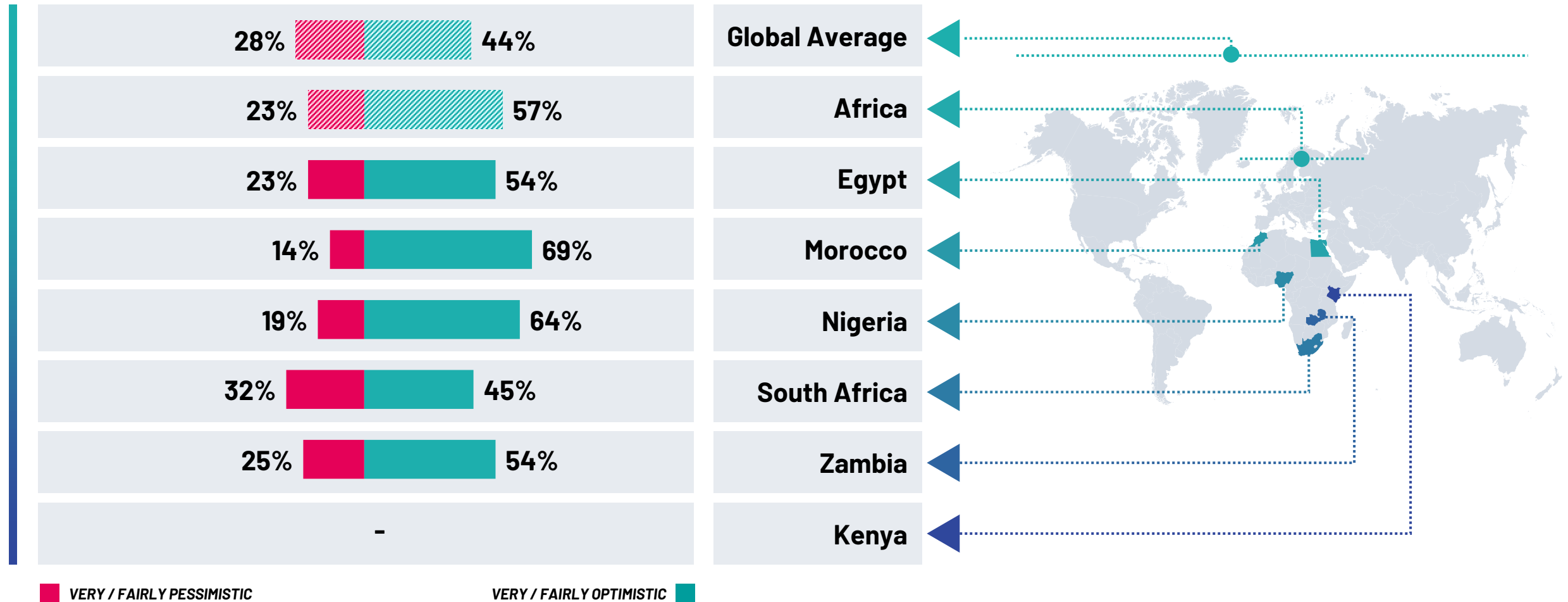
Ipsos in South Africa
20 November 2024

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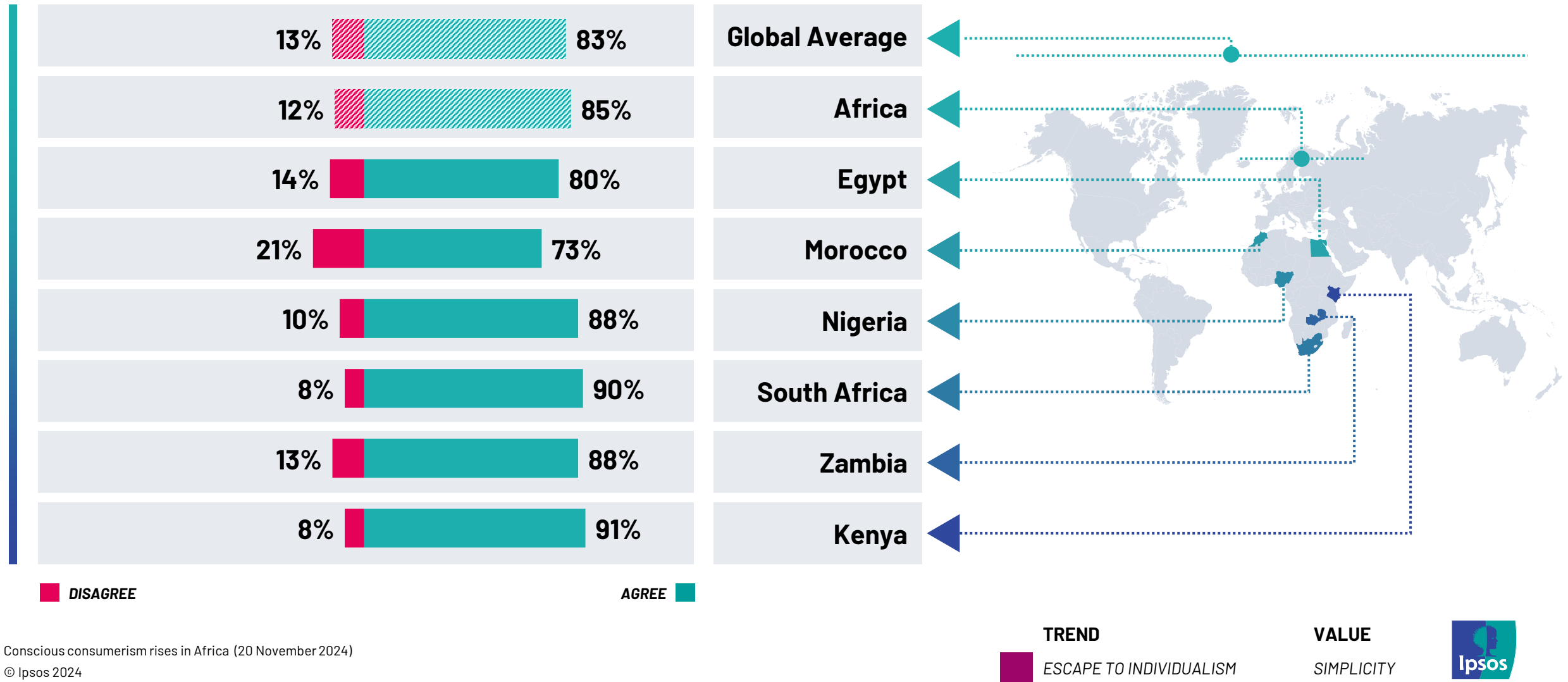
Africans generally see a brighter future for our countries, even when the world is more circumspect

Q: Looking ahead to the next 12 months, are you optimistic or pessimistic about the following? (My country)



Despite our optimism, in a largely unpredictable world, we believe in individually securing our future through saving...

Q: It's important that I save today because the future is uncertain



Embracing the ESG imperative, Africans are more likely to choose brands that match our values

Q: I tend to buy brands that reflect my personal values



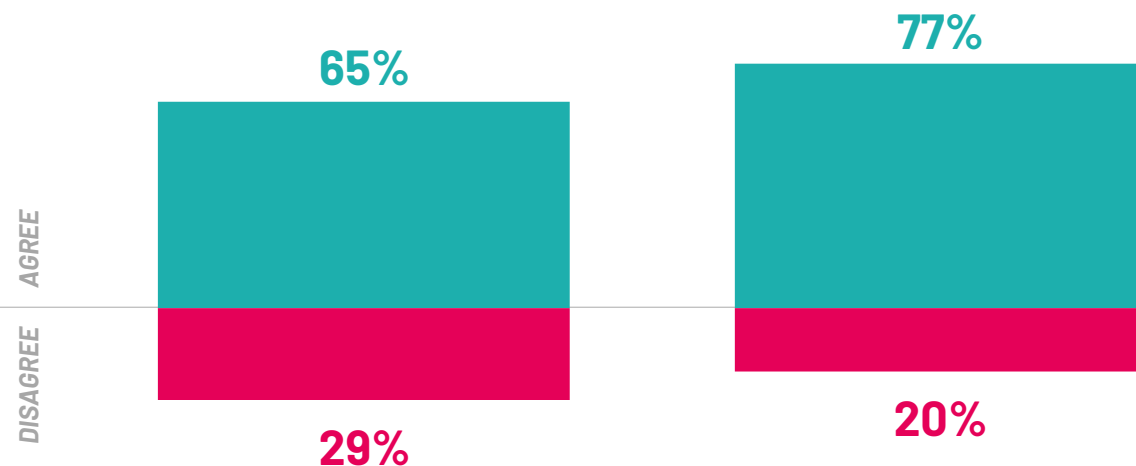
Global Average



Africa

In the acquisition of material possessions, as Africans we steer towards responsible brands, despite steeper prices

Q: I try to buy products from brands that act responsibly, even if it means spending more



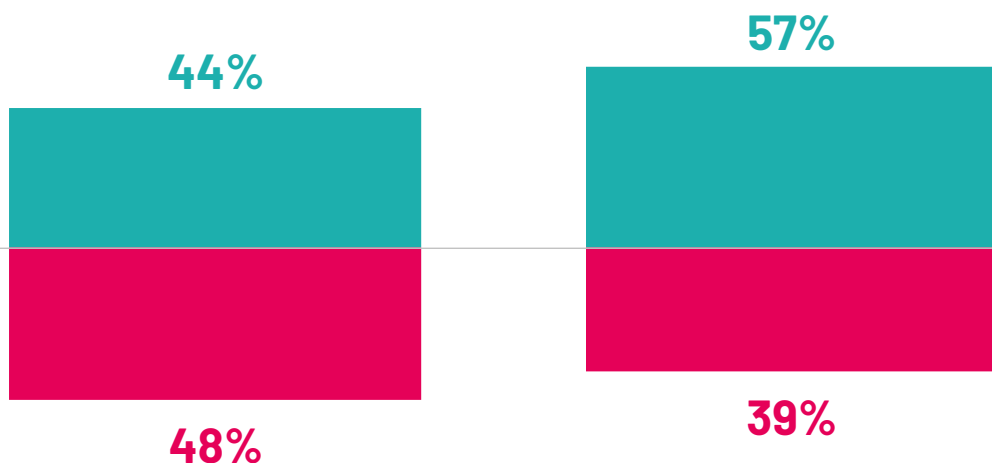
Global Average



Africa

Despite supporting local, in the brand battle, many Africans value the power of global brands

Q: I think global brands make better products than brands that are just local to my country



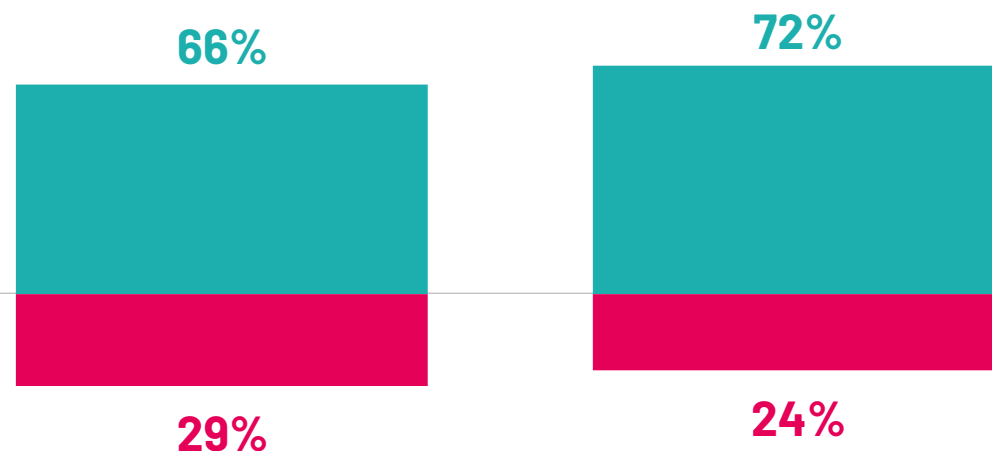
Global Average



Africa

Many Africans are happy to pay more to keep it local, though this matters more in some countries than others

Q: I am generally willing to spend extra for a product that is produced locally



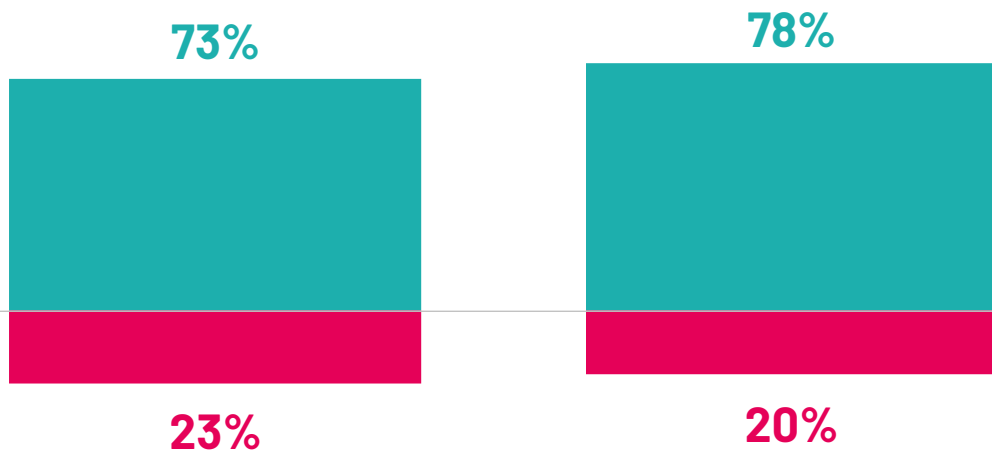
Global Average



Africa

Though the rise of online is driven by need, as for most Africans the internet is not just a tool – it's a lifeline

Q: I cannot imagine life without the internet



Global Average



Africa

With the rise of online, people everywhere feel that the human touch is vanishing from customer service

Q: Customer service is getting too automated and impersonal



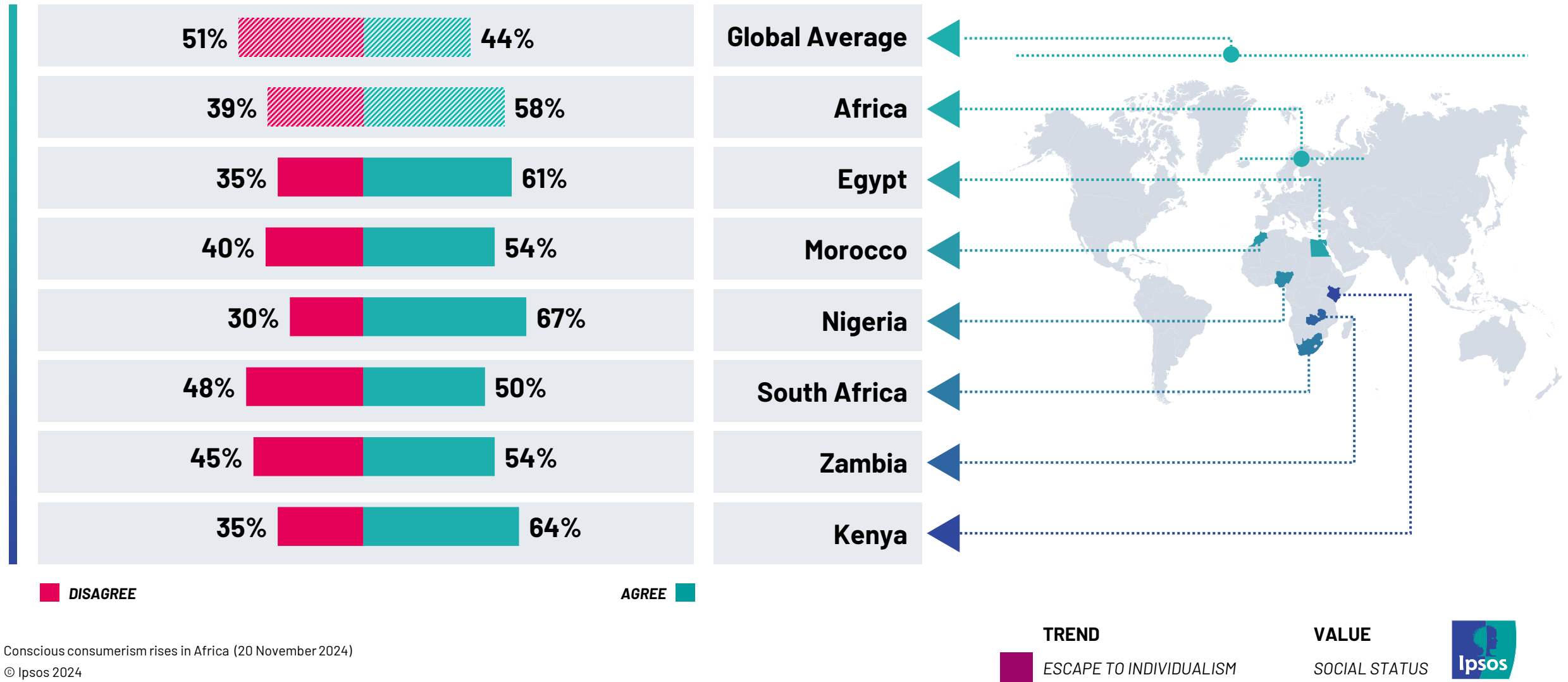
Global Average



Africa

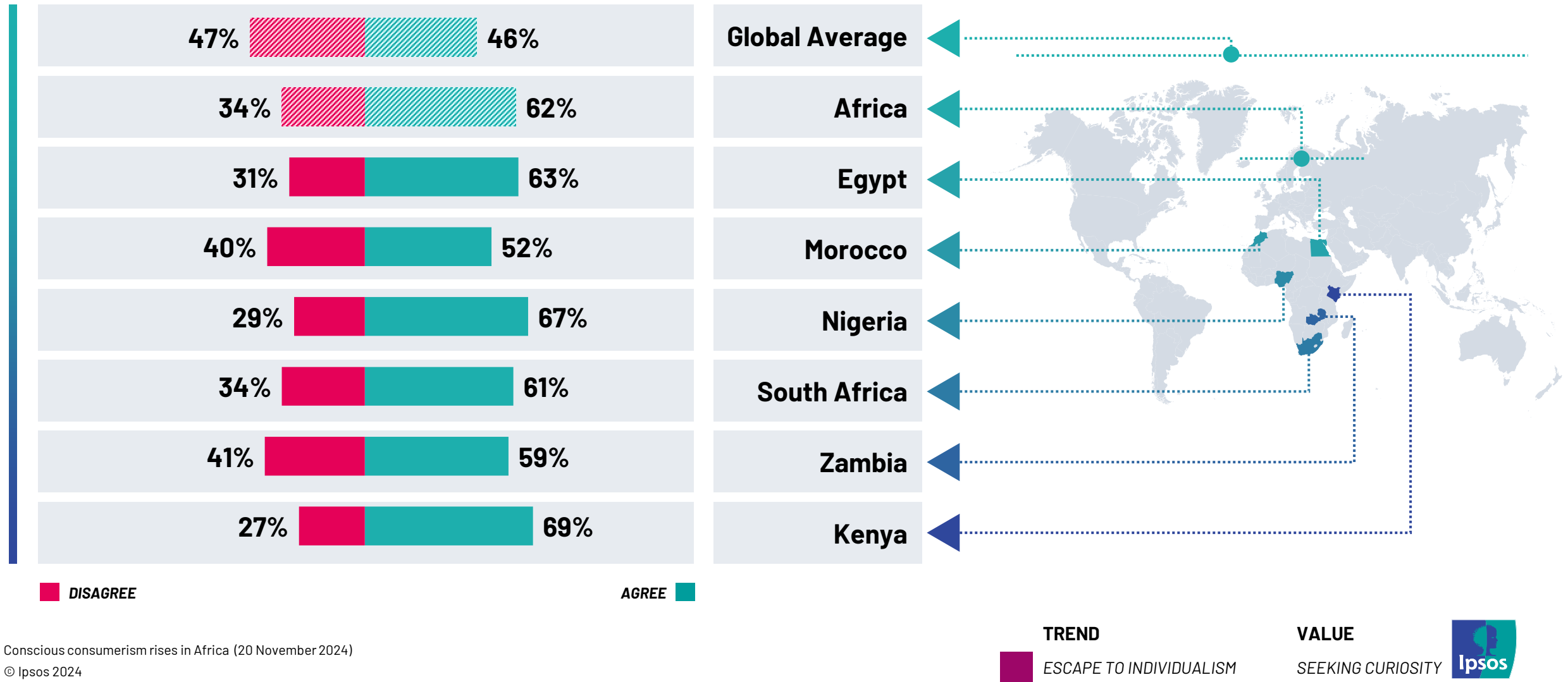
We have become our own social media influencers... celebrating our success through our new possessions

Q: I like to buy products or experiences that I think will look good in photos I post online



When it comes to trying new things, Africans are leading the pack, leaving the rest of the world playing catch-up

Q: I am usually the first among my friends to try out new things



Survey Methodology in detail

These are the results of a 50-market survey conducted by Ipsos on its Global Advisor online platform and in partnership with other global Ipsos teams around the world. The survey was conducted using Ipsos Online panels in all markets except for India which used its mixed-method "IndiaBus", and Zambia which used a face-to-face methodology. Ipsos interviewed a total of 50,237 adults aged 18-74 in the United States, Canada, Hong Kong, Israel, Malaysia, New Zealand, South Africa, Turkey and Vietnam; 20-74 in Thailand; 21-74 in Indonesia and Singapore; and 16-74 in all other markets between Thursday, February 15 and Wednesday, April 23, 2024.

The sample consists of c.1,000 individuals in each of Argentina, Australia, Belgium, Bulgaria, Brazil, Canada, Chile, mainland China, Colombia, Czech Republic, Croatia, Denmark, Egypt, France, Germany, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Kenya, Malaysia, Mexico, Morocco, Netherlands, New Zealand, Nigeria, Pakistan, Peru, Philippines, Poland, Portugal, Romania, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, Great Britain, the United States, Vietnam and Zambia.

The samples in Argentina, Australia, Belgium, Bulgaria, Canada, Croatia, Denmark, France, Germany, Great Britain, Ireland, Italy, Japan, the Netherlands, New Zealand, Poland, Portugal, South Korea, Spain, Sweden, Switzerland, Taiwan, the United States and Zambia can be taken as representative of their general adult population under the age of 75.

The samples in Brazil, Chile, mainland China, Colombia, Czech Republic, Egypt, Hong Kong, India, Indonesia, Israel, Kenya, Malaysia, Mexico, Morocco, Nigeria, Pakistan, Peru, Philippines, Romania, Saudi Arabia, Singapore, South Africa, Thailand, Turkey, the UAE, and Vietnam are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

Apart from Zambia, the data for all countries is weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

"The Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

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THANK YOU

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