

MALLS TO MARKETS

An Essential Guide to the Fast Moving Consumer Good Industry in South Africa

The Malls to Markets Report is for those who work in, or who are planning to enter the Fast Moving Consumer Goods Industry in South Africa.

It is uniquely designed to provide you and your teams with an overview of the "state of play" and the major retail players and their market positioning within. It is the perfect introduction for international visitors or newcomers to this industry, as well as an excellent refresher for the more experienced player.

Written in an easily accessible style and packed with a kaleidoscope of photographic insight, this report brings a dynamic industry to life.

Why you need this report:

- The perfect pre-read for international guests visiting South Africa
- An enterprising introduction of a fascinating industry for key players
- An essential briefing guide to inform trade and store emersions

Report contents:

The PESTLE 101 of Mzansi

- A punchy, analytical overview of the South African food retail trading context

Eish...The Economic Outlook

- South African key economic indicator performance and their impact on the consumer goods retail sector

The South African Shopper

- From Soweto to Sandton SAARF Living Standard Measure (LSM) analysis - Divided We Stand

Key Trends and Developments

- The major retail trends impacting retailer and consumer goods manufacturer trading behaviour

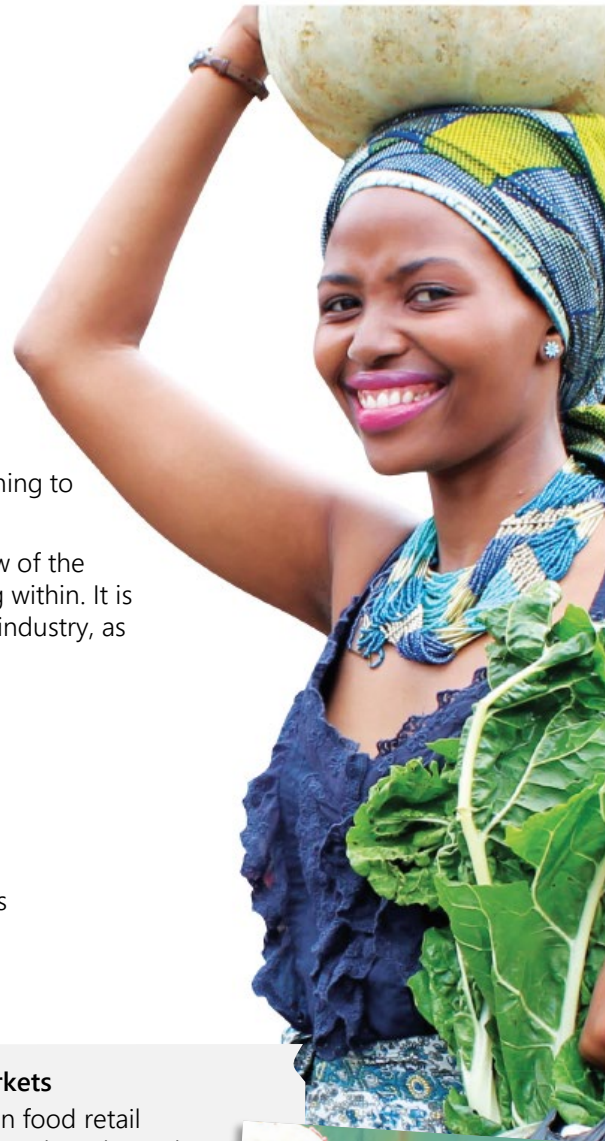
From Mall to Markets

- The South African food retail market construct, value, channels and major retail and wholesale players

An Introduction to the Major Retail Players

- Your 'can't do without' retail fact-sheet
- Iconic South African Brands
- A snapshot of South Africa's heritage brands

Learn the Lingo of Mzansi ... and how to pronounce it



Contact us for your complimentary copy:

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