

# South African Economic Report

*Your invaluable economic insight and benchmarking tool*



The South African Economic 'State of the Nation' Report provides clear, easy-to-read insight into the latest South African economic data, and how it affects your business and the consumer in the consumer goods retail sector.

## Report Content:

All indicators are trended, with insight into key impacting factors.

- **GDP Growth** (5-year view)
- **Exports & Imports for Prepared Foodstuffs** (2-year view)
- **Exchange Rates** (15-year & 12-month view)
- **Input Prices** Fuel (3-year view)
  - Oilseed (3-year & 3-month view)
  - Grains (3-year & 3-month view)
  - Beef & Poultry (3-year & 3-month view)
  - Vegetables (3-year & 3-month view)
- **Price Inflation** (5-year view of CPI & PPI and 3-year view of CPI of key categories)
  - CPI by Food Type and Expenditure
  - Decile (1-month view)
- **Interest Rates** (5-year view)
- **Employment Rates** (6-year view)
- **Household Debt** (4-year view)
- **Consumer Confidence** (10-year view)
- **Retail Trade Sales** (5-year moving average and 2-year view)

## Report Benefits:

The complexities of the economic trading context are vast, and at times, confusing, with language that seems to lock 'non-financial manager's' out. Understanding the movements in the key indicators and their effect on consumers and retailers alike, is key to contextualising how well you are doing in a constantly changing environment.

Understand, *inter alia*:

- What does an increase in CPI mean?
- How are household debt levels affecting consumer spend?
- What does an increased trade deficit mean for the products you import?

## Use this Report to:

- Understand the impact that changes in key economic indicators have on your business
- Benchmark your business performance relative to your economic trading context
- Identify challenges and opportunities: from the performance of the economy to the impact of raw material prices and consumer confidence
- Apply the insights to inform your short, medium and long term business planning

## Format & Frequency :

- Updated monthly by end week 1 of the following month
- Available to purchase annually or bi-annually in an easy-to-use PPT format



*"Thanks for making life a little easier within a very challenging environment."*  
 Managing Director, Consumer Goods Manufacturer

To order your Report:



Contact us  
 tel +27 [0] 31 303 280  
 info@tradeintelligence

Thobeka Magubane  
 thobeka@tradeintelligence.co.za