

Year-end Holiday Survey 2014 Savvy spenders on the rise

Online buying gaining popularity

FIFTY ONE

51% of respondents have reported using their **smartphones** to purchase a product, which is a major increase from only 38% in 2013



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How does word get out?

In 2014
25

In 2013
20



25% of South African consumers surveyed expect to **buy products online** in the 2014 festive season vs. only 20% who purchased products online in 2013

40

Online product research remains the norm for shoppers, as 40% of consumers said that they will spend **more time online** to find product suggestions and recommendations this year.

71%

71% of consumers will use **social media** to search and compare products in the 2014 festive season

Christmas budget trends

60%

60% of consumers will **use less store / retailer credit** this year

Seventy Two

72% of consumers surveyed have said they will **decrease impulse spending** this year

The hunt for shopping incentives

56

56% of South African respondents are **inclined** to buy items **on sale** this festive season

49

49% of consumers will be using more of their **loyalty points** to buy gifts in 2014

What's in the stocking?

44%

The proportion of spend on **food has increased** from 36% in 2013 to 44% in 2014 while **spend on socialising** is down 10% from last year, to 13%, and **gift spend** is relatively unchanged at 43%, from 42% in 2013



Ranked the no.1 gift to receive

39

39% of consumers want to **receive cash** this year as a gift



Ranked the no.1 gift to give

38

38% of consumers are likely to **give chocolates** this year as a gift

Email us at consumerbusiness@deloitte.co.za to be sent a copy of the full report or for any queries.

Download the full report on:
www.deloitte.com/za/holidaysurvey

During the month of September 2014, Deloitte conducted a survey with South Africans from across the country, to learn more about their holiday shopping plans.

Conclusion?
Holiday shoppers are getting a lot more savvy!