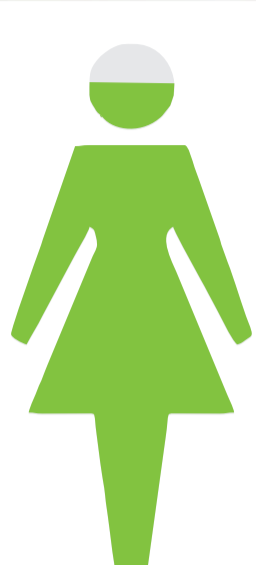


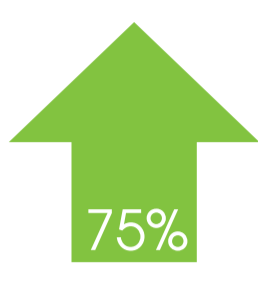
# Women's shopping behaviour in South Africa

OnShelf PHARMA



92%

Of women in SA make purchasing decisions



Home buying



Grocery purchasing



Total household purchases

Prana

49%

of women shop online



aiB-SA

When asked what products or services are currently purchased online, many South African respondents including men said:

53%

Travel

52%

Event tickets

45%

Books/music/stationery

40%

IT & mobile

38%

Fashion

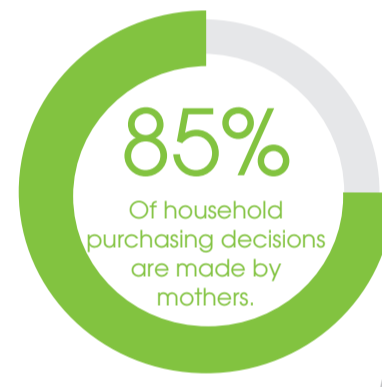
While items such as fresh groceries, packaged grocery food, medicines and pet food are mostly accessed in-store.

NIELSEN

Online purchases in SA's Health & Beauty Sector are just 12.76%



## Buying Decision of a Woman



Prana

## Retail Influencers



More than 61% of women search for specials and discounts before they make their way to a shopping centre or store.

randfonteinherald

56%

of women buying baby products say social media influences their purchase decisions...

33%

for health and wellness, compared to 40% for home furnishings and 32% for automotive.



Deloitte data



Most consumers choose to buy medicine or healthcare products in store

The use of online shopping options is growing, especially among tech-savvy Millennials.

NIELSEN

## WHAT INFLUENCES A RETAIL PURCHASE

- 56% Visits to the physical store
- 41% Word-of-mouth
- 32% Newspapers or magazines
- 30% Websites containing coupons or discounts

Deloitte data

The top five items women purchase to spoil themselves with are:

1. Shoes

2. Home décor

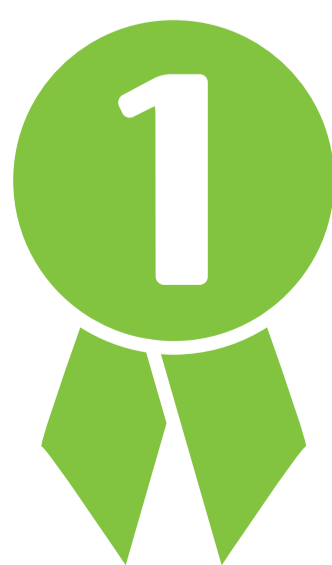
3. Accessories

4. Dining Out – Cookware

5. Handbags



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SA Supermarket & Retailer 2017

South Africa's best retail shops in Pharma:

1st Clicks

2nd Dischem

3rd Medirite (Shoprite/Checkers)

