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CONSUMERS & BRANDS

Grocery stores: Boxer Superstores shoppers in South Africa

Consumer Insights report

Consumer Insights
by **statista** 

June 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Boxer Superstores shoppers in South Africa: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Boxer Superstores shoppers in South Africa ("brand users") against South African grocery store shoppers in general ("category users"), and the overall South African consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including South Africa)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

CHAPTER 01

Management summary

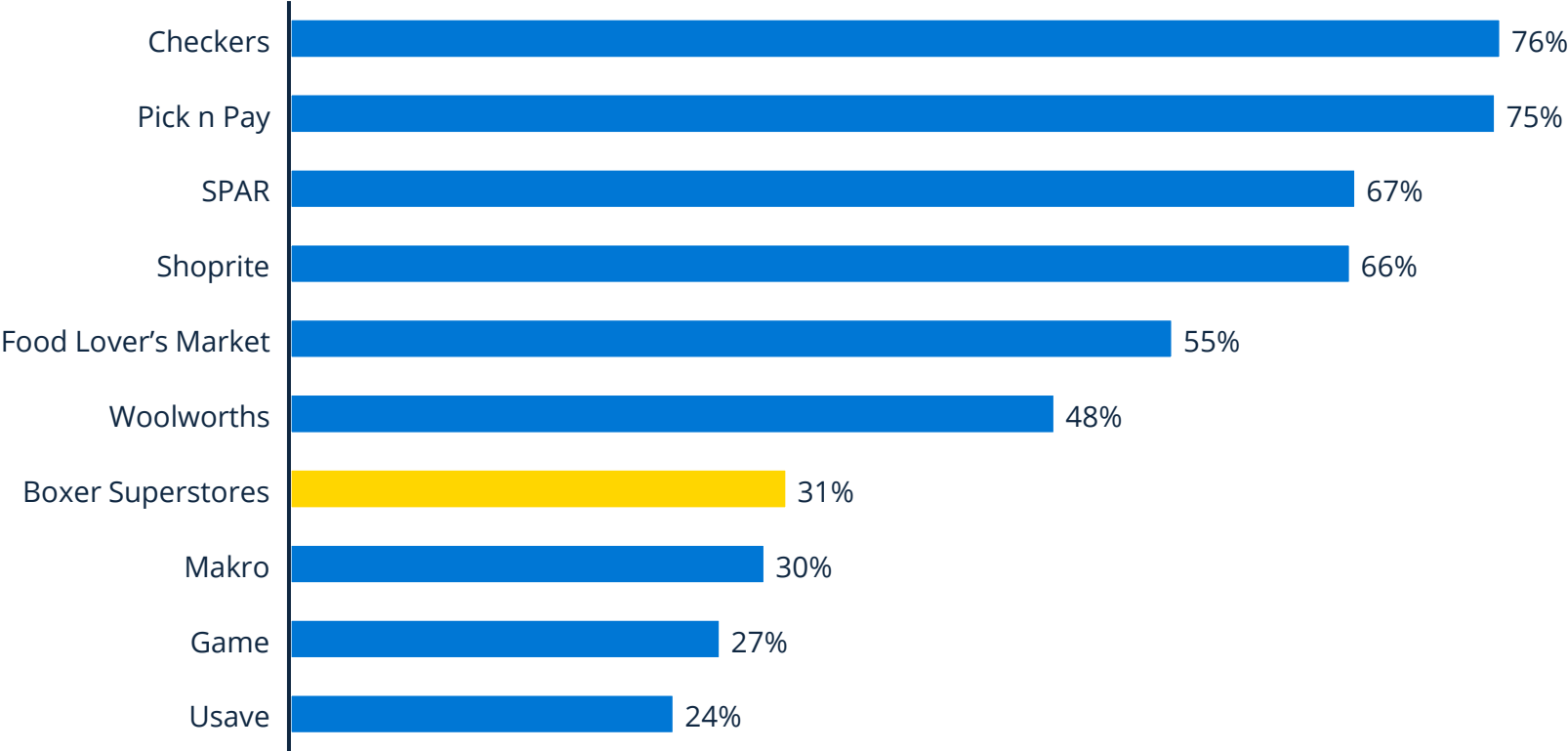
- Brand usage
- Key insights



Boxer Superstores is the seventh most used grocery store in South Africa with Checkers in first place

Management summary: brand usage and competition

Top 10 most used grocery stores in South Africa



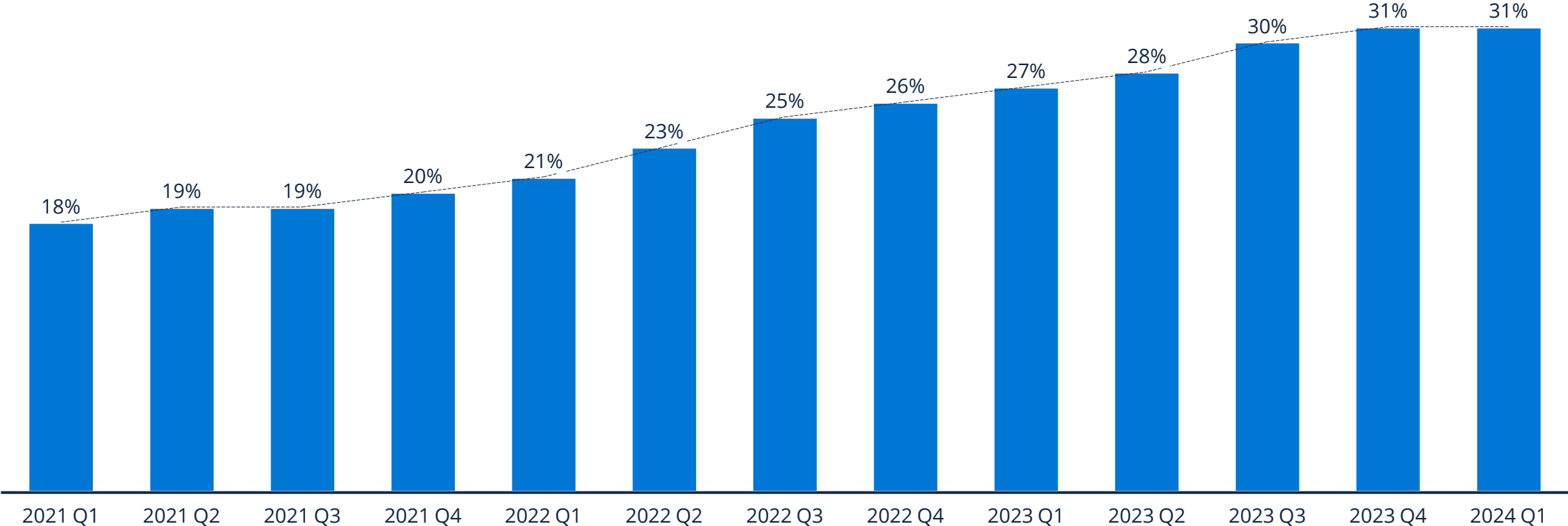
4 Notes: "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=2,035 grocery store shoppers

Sources: [Consumer Insights Global](#) as of June 2024

The share of grocery store shoppers using Boxer Superstores grew by 13 percentage points since 2021

Management summary: brand usage timeline

Timeline of grocery store shoppers using Boxer Superstores



5 Notes: "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=370 - 633 Boxer Superstores shoppers, n=2032 - 2097 grocery store shoppers

Sources: [Consumer Insights Global](#) as of June 2024

Boxer Superstores shoppers in South Africa

Management summary: key insights

Demographic profile

Boxer Superstores is more popular among Generation Z than other grocery stores.

54% of Boxer Superstores shoppers are male.

Boxer Superstores has a larger share of shoppers with a low income than other grocery stores.

Grocery store shoppers in general and Boxer Superstores shoppers specifically, live in similar type of communities.

Consumer lifestyle

A happy relationship is less important to Boxer Superstores shoppers than to other grocery store shoppers.

Family and parenting are relatively prevalent interests of Boxer Superstores shoppers.

Reading is a relatively popular hobby among Boxer Superstores shoppers.

Consumer attitudes

It stands out that 49% of Boxer Superstores shoppers say that food must be convenient and fast.

30% of Boxer Superstores shoppers are innovators or early adopters of new products.

A relatively high share of Boxer Superstores shoppers think that immigration is an issue that needs to be addressed.

Marketing touchpoints

TikTok is more popular among Boxer Superstores shoppers than the average grocery store shopper.

Boxer Superstores shoppers remember seeing ads in video games more often than other grocery store shoppers.

CHAPTER 02

Demographic profile

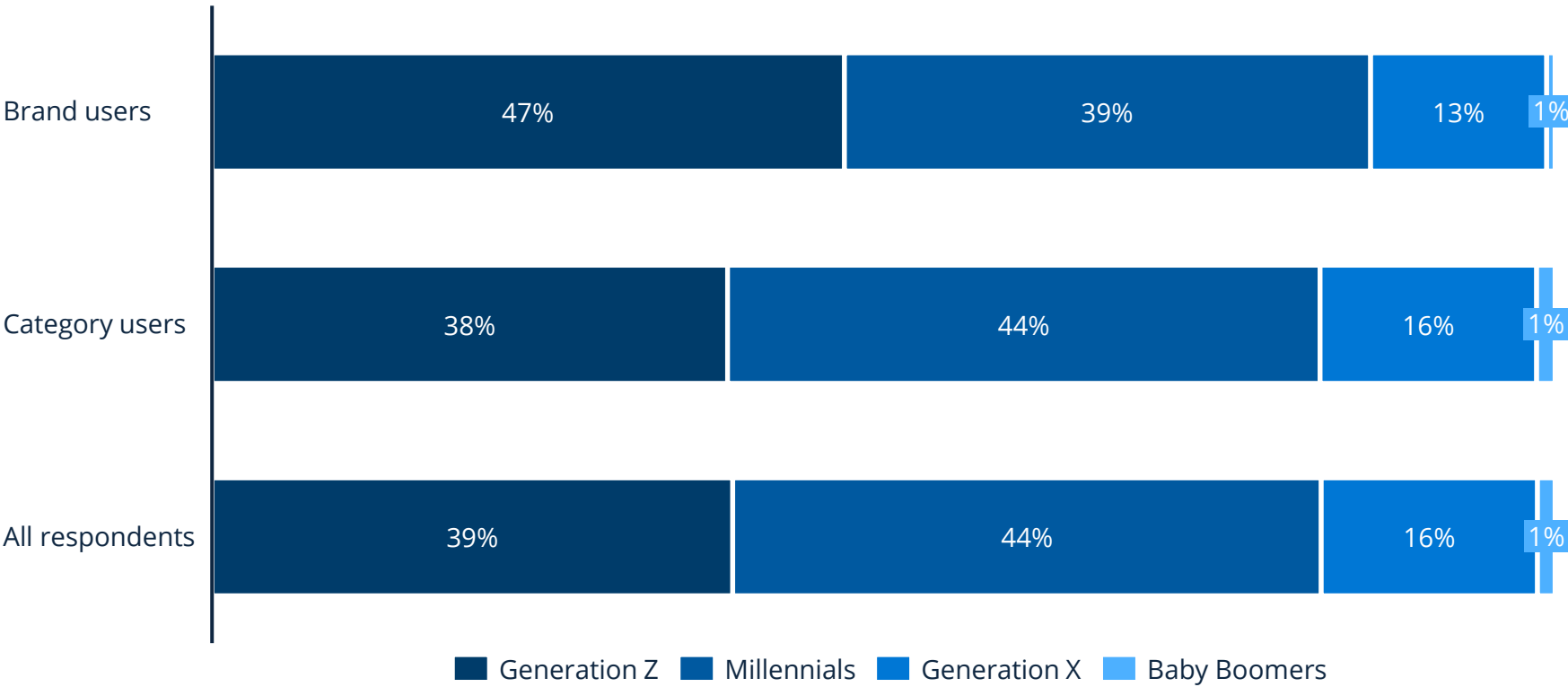
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Boxer Superstores is more popular among Generation Z than other grocery stores

Demographic profile: generations

Age of consumers in South Africa



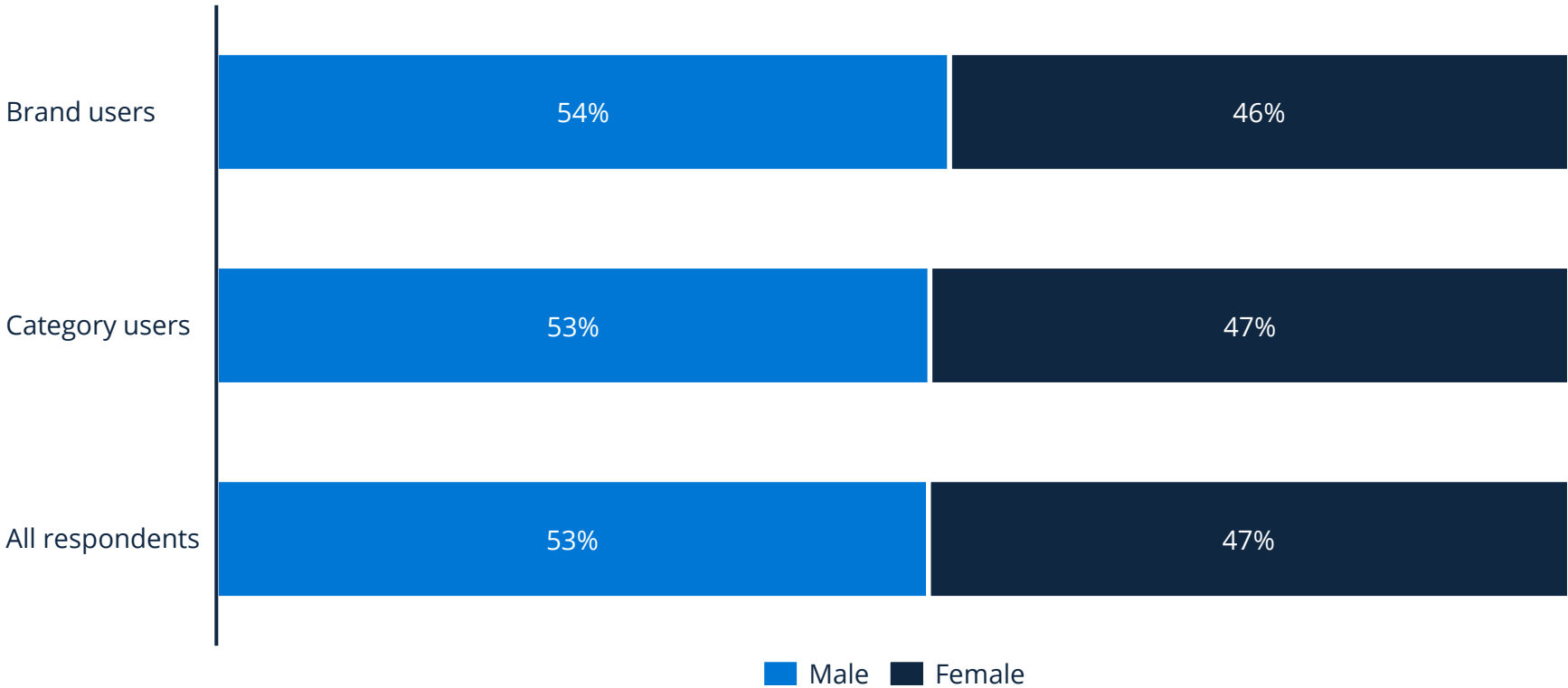
8 Notes: "How old are you?"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=633 Boxer Superstores shoppers, n=2,035 grocery store shoppers, n=12,201 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

54% of Boxer Superstores shoppers are male

Demographic profile: gender



Gender of consumers in South Africa



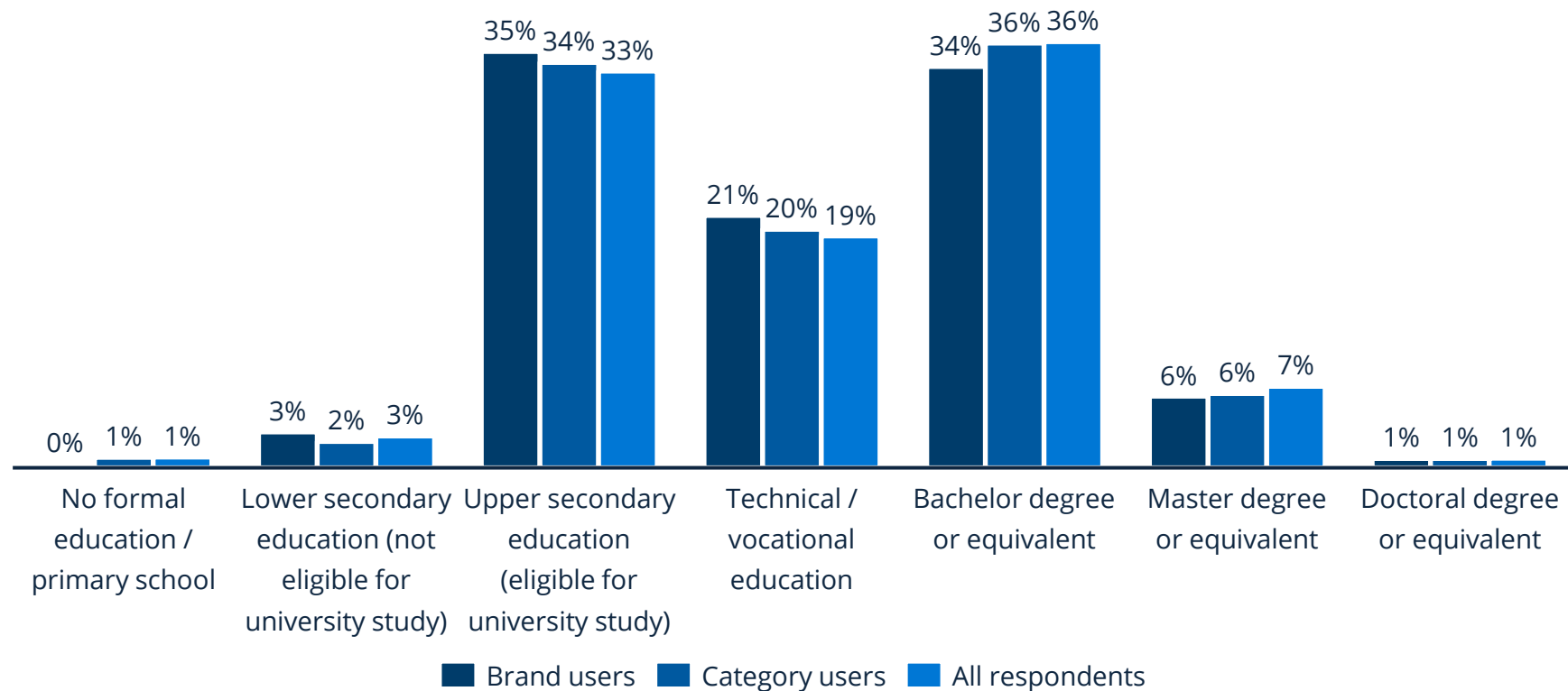
9 Notes: "What is your gender?"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=633 Boxer Superstores shoppers, n=2,035 grocery store shoppers, n=12,201 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

The education level of Boxer Superstores shoppers and grocery store shoppers are similar

Demographic profile: education

Consumer's level of education in South Africa

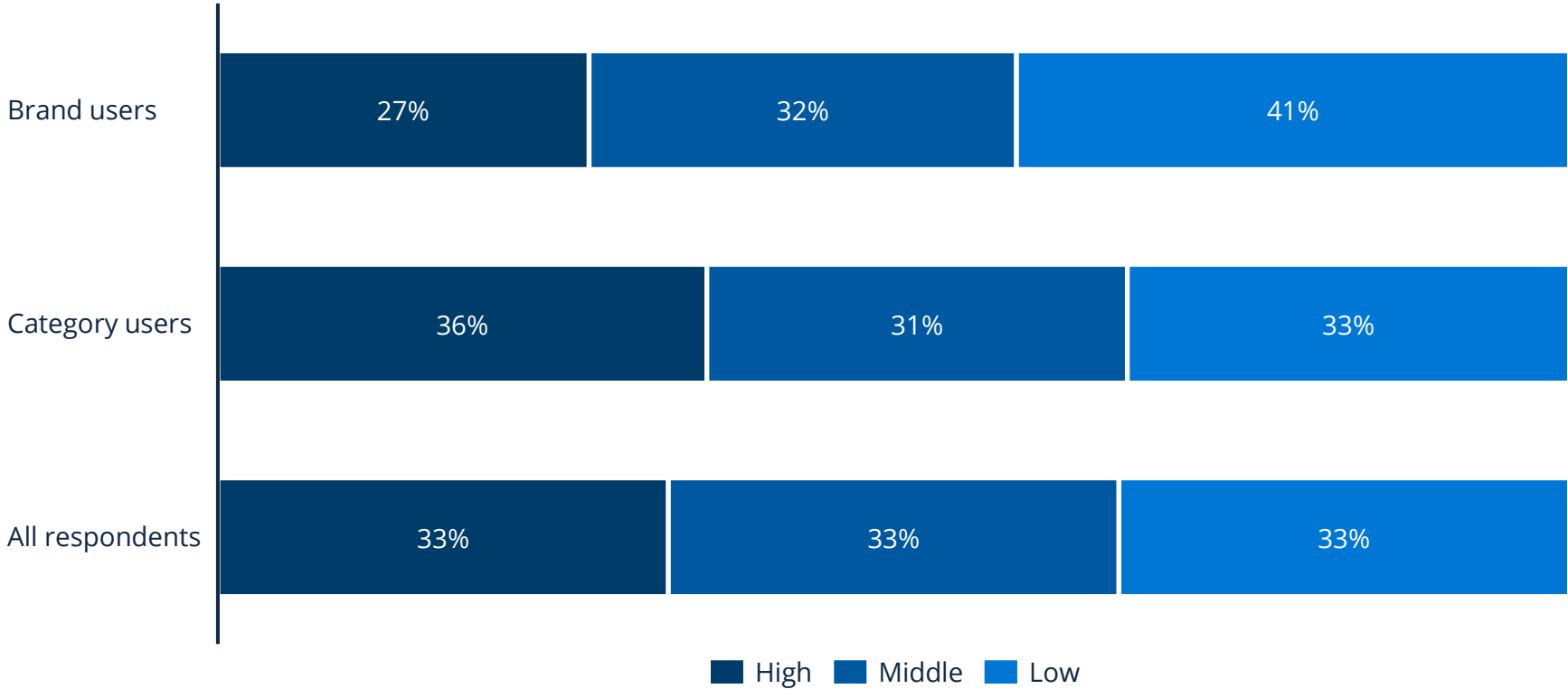


Boxer Superstores has a larger share of shoppers with a low income than other grocery stores

Demographic profile: income



Share of consumers in South Africa in the high, middle, and low thirds of monthly household gross income

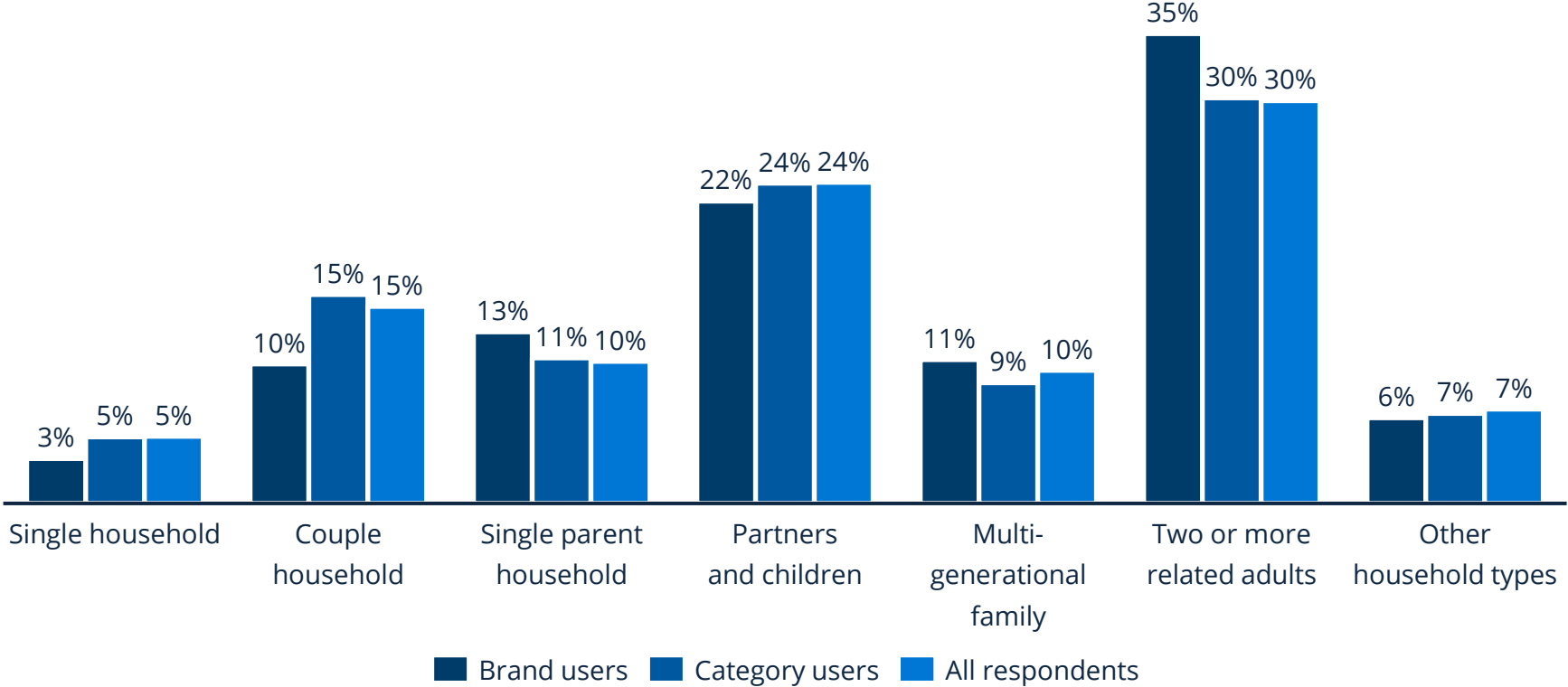


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=633 Boxer Superstores shoppers, n=2,035 grocery store shoppers, n=12,201 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other grocery store shoppers, Boxer Superstores shoppers are relatively likely to live in a household of two or more related adults

Demographic profile: household classification

Type of households in which consumers in South Africa live



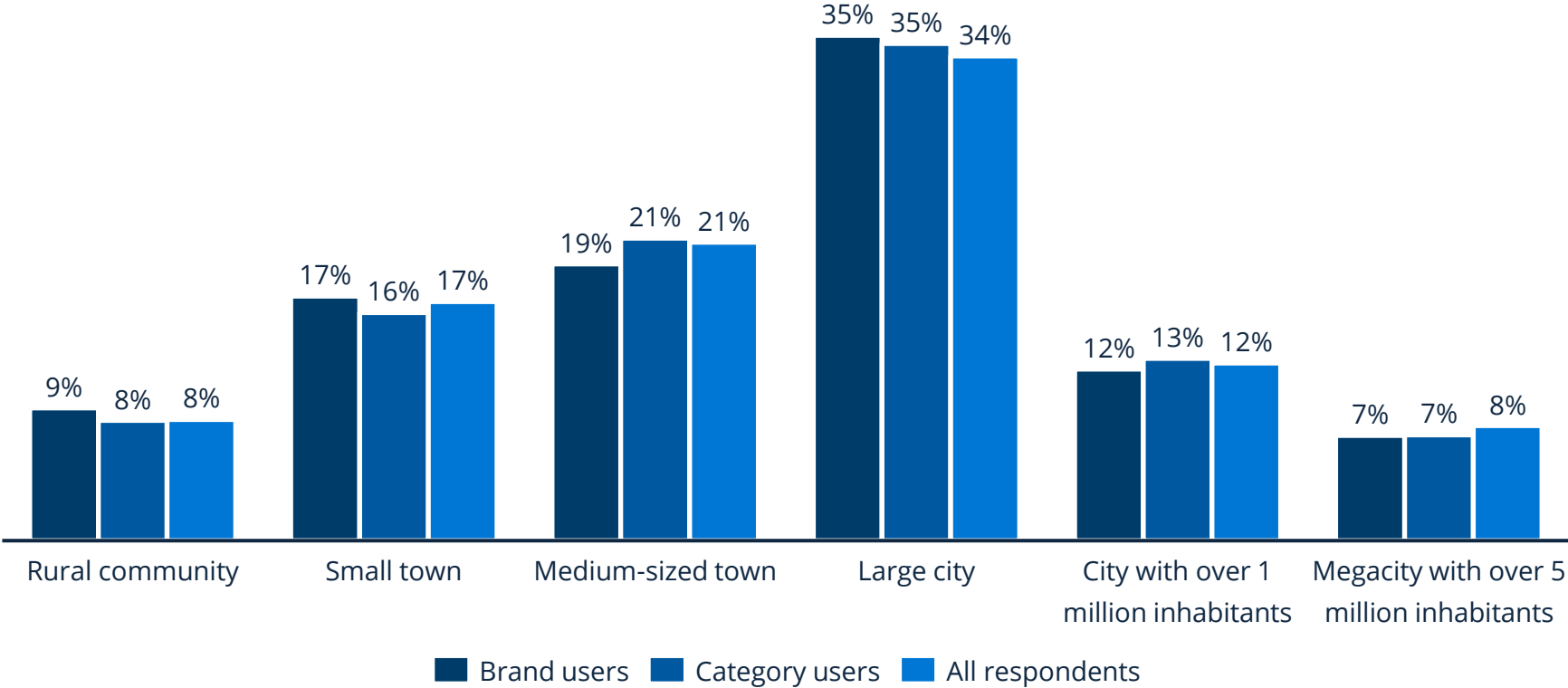
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=633 Boxer Superstores shoppers, n=2,035 grocery store shoppers, n=12,201 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Grocery store shoppers in general and Boxer Superstores shoppers specifically, live in similar type of communities

Demographic profile: type of community



Communities where consumers live in South Africa

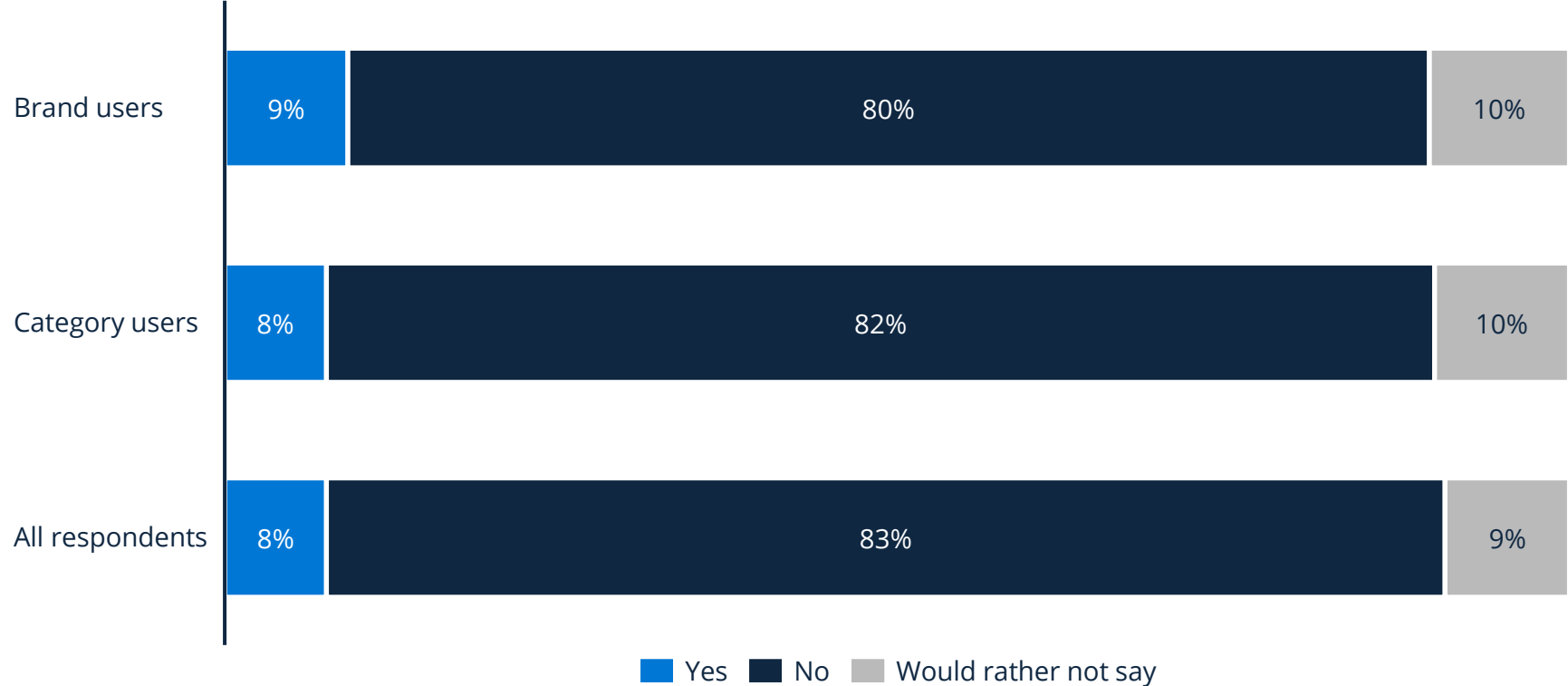


13 **Notes:** "In what type of community do you live?"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=633 Boxer Superstores shoppers, n=2,035 grocery store shoppers, n=12,201 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

9% of Boxer Superstores shoppers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in South Africa



14 **Notes:** "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "From which of these stores do you regularly buy food and products for everyday use?"; Multi Pick; Base: n=633 Boxer Superstores shoppers, n=2,035 grocery store shoppers, n=12,201 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 03

Consumer lifestyle

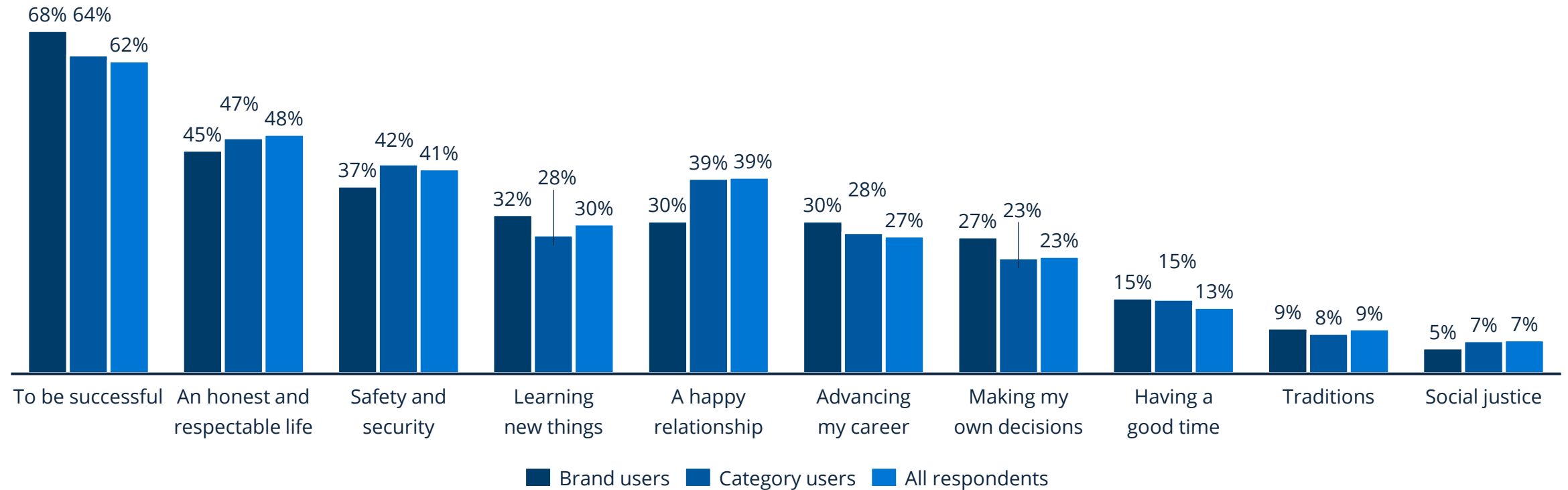
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



A happy relationship is less important to Boxer Superstores shoppers than to other grocery store shoppers

Consumer lifestyle: life values

Most important aspects of life for consumers in South Africa



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