Books, News and Stationery Retailing in South Africa - Market Summary and Forecasts

Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:

Summary

With a share of 3.1% of overall retail, the market for books, news, and stationery reached ZAR29 billion in 2014. Furthermore, the market is forecast to grow at a CAGR of 6.29% over the next five years, to reach a sales value of ZAR39.3 billion in 2019. Sales from online stores are witnessing significant growth due to a wider product choice. In addition, e-books are also growing, driven by the increasing use of smart phones and related gadgets.

Key Findings

- Books, news and stationery segment is projected to witness steady growth over the next few years and account for 3.2% of the total retail market by 2019.

- Spend per head on books, news, and stationery will grow at a CAGR of 5% during the next five years.

- Online retail channel to post healthy growth in the forecast period.

Synopsis

“Books, News and Stationery Retailing in South Africa - Market Summary and Forecasts” is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?

- A thorough analysis of consumer trends changing economic and population factors

- Both qualitative and quantitative insights and analysis of the shifting books, news and stationery retail dynamics for printed media, stationery and cards from 2009 to 2019

- Sales of books, news and stationery products through the following channels from 2009 to 2019: Music, video, book, stationery and entertainment software specialists; convenience stores (including Independents) and gas stations; online; other specialist retailers; hypermarkets, supermarkets and hard-discounters; cash and carries and warehouse clubs; value, variety stores and general merchandise retailers; department stores; other general and non-specialist direct retailers

- An overview of key books, news and stationery retailers operating across South Africa and their presence across distribution channels

Reasons To Buy

- Gain a comprehensive knowledge on books, news and stationery sector in the South Africa retail market and develop a competitive advantage from the start of your supply chain

- Investigate current and forecast behaviour trends in books, news and stationery category to identify the best opportunities to exploit

- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior

- Understand the fastest growing categories including printed media and stationery and cards, with insights on performance across key channels from 2009, with forecasts until 2019

- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the books, news and stationery market
Analysis of key international and domestic players operating in the books, news and stationery market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share

Contents:
1. Introduction
1.1 What is this Report About?
2. Executive Summary and Outlook
3. Market Context
3.1 Retail Scenario in South Africa
3.1.1 Stable economic conditions bode well for retailers
3.1.2 Being a consumption led economy augurs well for retailers
3.1.3 Services sector is the major sector for employment
3.1.4 Unemployment and labor unrest pose a challenge to the country's economy
3.1.5 Rising inflation rates - a key concern for retailers
3.1.6 Steady rise in consumption expenditure - an opportunity for retailers
3.1.7 Increasing urbanization offers growth opportunities for retailers
3.2 A major chunk of the population are young - a positive scenario for retail
4. South African Shoppers
4.1 South Africa presents more challenges than opportunities to newcomers
4.2 M-commerce on a rise as consumers increasingly adopt smartphones
4.3 Demand for private labels on a rise
4.4 Rising HNWI and aspirational middle class will support growth
4.5 Inbound tourism to boost retail sales
5. Doing Business in South Africa
5.1 Summary
5.1.1 Bureaucracy
5.1.2 Business culture
5.1.3 Infrastructure and logistics
5.2 Business reforms in South Africa
6. Retail - Product Sectors
6.1 Product Sector Analysis
6.1.1 Books, News, and Stationery
6.2 Books, News, and Stationery Category Overview
6.2.1 Books, News and Stationery by Channel
6.2.2 Books, News and Stationery by Category
6.3 Books, News and Stationery Category Analysis
6.3.1 Printed Media
6.3.2 Stationery and Cards
6.4 Major Retailers
6.4.1 Books, news, and stationery
7. Appendix
7.1 Definitions
7.1.1 This report provides 2014 actual sales; while forecasts are provided for 2015 - 2019
7.2 Summary Methodology
7.2.1 Overview
7.2.2 The triangulated market sizing method
7.2.3 Industry surveys in the creation of retail market data
7.2.4 Quality control and standardized processes
7.3 About
7.4 Disclaimer

Table 1: South Africa Books, News and Stationery Retail Sales (ZAR mn), by Channel Group, 2009-2014
Table 2: South Africa Books, News and Stationery Retail Sales Forecast (ZAR mn), by Channel Group, 2014-2019
Table 3: South Africa Books, News and Stationery Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 4: South Africa Books, News and Stationery Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 5: South Africa Books, News and Stationery Retail Segmentation (% value), by Channel Group, 2009-2019
Table 6: South Africa Books, News and Stationery Retail Sales (ZAR mn), by Category 2009-2014
Table 7: South Africa Books, News and Stationery Retail Sales Forecast (ZAR mn), by Category 2014-2019
Table 8: South Africa Books, News and Stationery Retail Sales (US$ mn), by Category 2009-2014
Table 9: South Africa Books, News and Stationery Retail Sales Forecast (US$ mn), by Category 2014-2019
Table 10: South Africa Books, News and Stationery Retail Segmentation (% value), by Category, 2009-2019
Table 11: South Africa Printed Media Retail Sales (ZAR mn), by Channel Group, 2009-2014
Table 12: South Africa Printed Media Retail Sales Forecast (ZAR mn), by Channel Group, 2014-2019
Table 13: South Africa Printed Media Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 14: South Africa Printed Media Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 15: South Africa Printed Media Retail Segmentation, by Channel Group, 2009-2019
Table 16: South Africa Stationery and Cards Retail Sales (ZAR mn), by Channel Group, 2009-2014
Table 17: South Africa Stationery and Cards Retail Sales Forecast (ZAR mn), by Channel Group, 2014-2019
Table 18: South Africa Stationery and Cards Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 19: South Africa Stationery and Cards Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 20: South Africa Stationery and Cards Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 21: Key Books, News and Stationery Retailers in South Africa
Table 22: South Africa Exchange Rate ZAR-USD (Annual Average), 2009-2014
Table 23: South Africa Exchange Rate ZAR-USD (Annual Average), 2015-2019 Forecasts
Table 24: Retail Channel Definitions
Table 25: Retail Category Definitions

Figure 1: GDP Value (US$ billion), 2009-2014
Figure 2: Growth Rate of GDP (US$ billion, %), 2009-2014
Figure 3: GDP Value and Growth (AUD billion, %), 2008-2014
Figure 4: Forecasts for GDP Value and Growth (AUD billion, %), 2014-2019
Figure 5: Gross Domestic Savings (% of GDP), 2004-2014
Figure 6: Share of Employment by Sector (%), 2004 and 2014
Figure 7: Unemployment Rate (%), 2004-2014
Figure 8: Inflation Growth Rates (%), 2004-2014
Figure 9: Household Consumption Expenditure of South Africa (US$ billion), 2004 and 2014
Figure 10: Household Consumption Expenditure of Major Countries (US$ billion), 2014
Figure 11: Growth of Household Consumption Expenditure (US$, %), 2004-2014
Figure 12: Rural and Urban Populations (millions) 2004, 2014 and 2019
Figure 13: Total Population and Growth Rate (Millions, %), 2004-2019
Figure 14: Population Split by Gender (%), 2014 and 2019E
Figure 15: Population Split by Age Group (%), 2014 and 2019
Figure 16: Per Capita Spend on Retail (ZAR), 2006 and 2014
Figure 17: Per Capita Spend (ZAR) and Total Retail Spend by Age Group (%), 2006 and 2019
Figure 18: Challenges outweigh the opportunities present in the South African market
Figure 19: Mobile shopping on the rise
Figure 20: Private labels rise on the back of high unemployment and low household income
Figure 21: Tourist arrivals to South Africa, (in thousands), 2009 and 2014
Figure 22: Key Components of Doing Business in South Africa
Figure 23: Share of Books, News, and Stationery in overall Retail 2014 and 2019
Figure 24: Retail Sales Value and Growth (ZAR billion, %) of Books, News, and Stationery 2014-2019
Figure 25: Spend per Head on Books, News, and Stationery 2014 and 2019
Figure 26: Online Spend in Books, News, and Stationery 2014-2019
Figure 27: Online Share of total Books, News, and Stationery Spend 2014 and 2019
Figure 28: Spending per Channel in Books, News, and Stationery (%) 2014 and 2019
Figure 29: South Africa Books, News and Stationery Retail Sales and Forecast (ZAR mn), by Channel Group, 2009-2019
Figure 30: South Africa Books, News and Stationery Retail Market Dynamics, by Channel Group, 2009-2019
Figure 31: South Africa Books, News and Stationery Retail Sales and Forecast (ZAR mn), by Category 2009-2019
Figure 32: South Africa Books, News and Stationery Retail Market Dynamics, by Category 2009-2019
Figure 33: South Africa Printed Media Retail Sales and Forecast (ZAR mn), by Channel Group, 2009-2019
Figure 34: South Africa Stationery and Cards Retail Sales and Forecast (ZAR mn), by Channel Group, 2009-2019
Figure 35: The Triangulated Market Sizing Methodology

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