



2024 SA Stats Snapshot

— Key digital behaviours and trends of the South African Consumer





The cheat sheet to the online life in Mzansi

Welcome to our 2024 SA Stats Snapshot. This report dives into South African consumers' attitudes, lifestyles, and behaviours. Whether you're exploring audience segments or uncovering local market insights, this snapshot gives you an idea of what drives consumers across South Africa.

To understand these key digital behaviours and trends among South Africans, we hopped onto GWI (our leading tech partner in customer behaviour) and used their data to power up this report.

Key things to know about the data we collected:

- Internet Penetration: 81%
- Data sourced from national and international bodies.
- This report focuses on 16 to 64-year-old South Africans, giving us a view of the connected generation.





Why we used GWI.

GWI (GlobalWebIndex) is the ultimate cheat code for understanding consumers. They dig into global behaviours and trends, giving brands insights into staying ahead. That's why we've teamed up. I mean, who doesn't want next-level data?

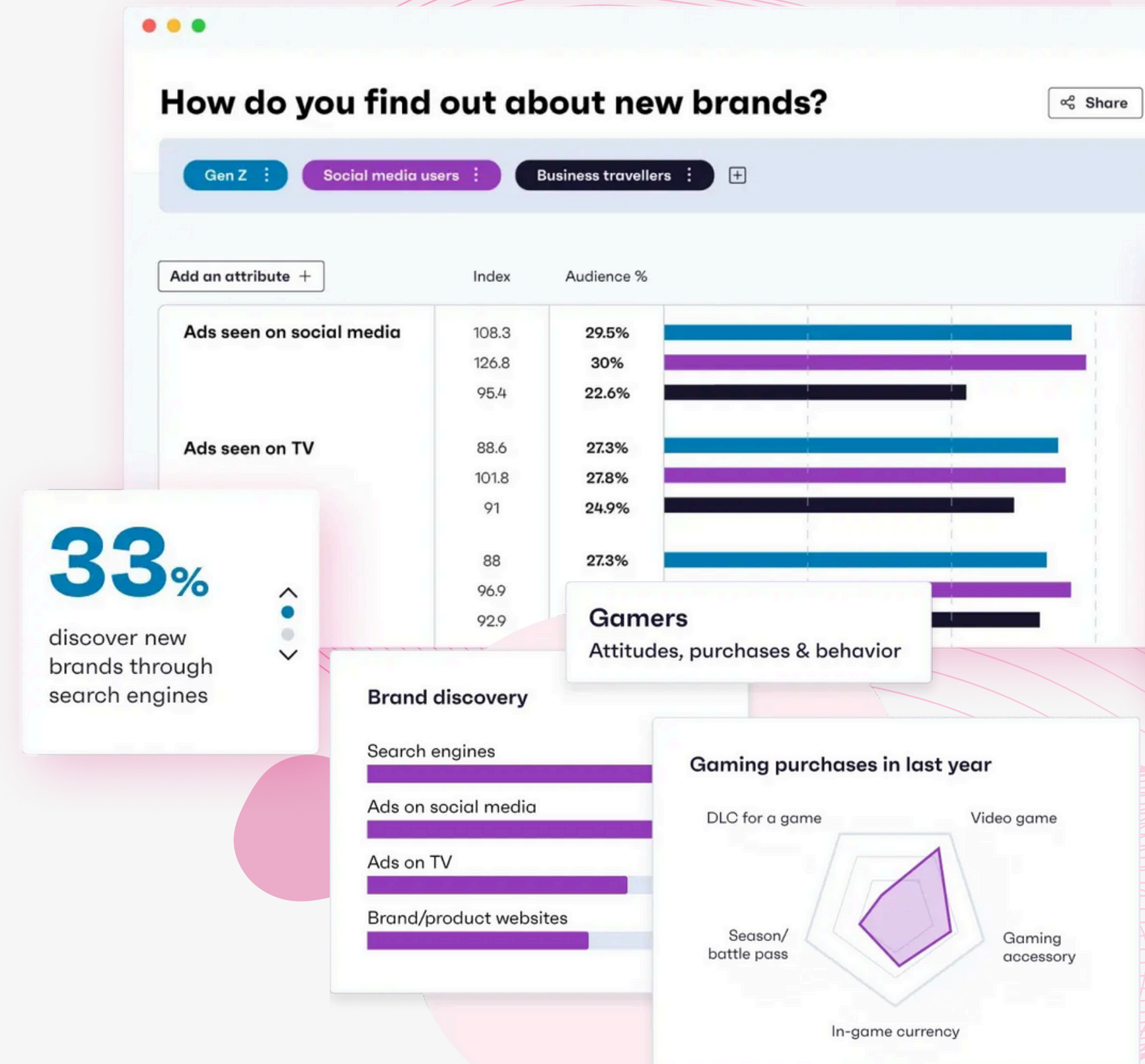
Together, we're helping South African brands connect with their customers, spot new trends, and see what drives purchasing behaviour.

What makes GWI awesome:

- Global data with local relevance
- Deep consumer insights
- Real-time, evolving market data
- Customisable reports
- Tracks key audience segments
- Great for big-picture and niche markets

With GWI, South African brands get the insights they need to win - from pitches to campaigns. Click below to chat with our GWI experts!

[CHECK OUT GWI](#)





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*Please note that percentages in this report may not total 100%. This is because they are based on the total surveyed South African market within each category, and slight variations can occur due to rounding and sampling.





Lifestyle

South Africans are all about good vibes and resilience. We've got a rich mix of cultures, a love for community, and a knack for making the most of life. Let's just say we like things to be 'lekker'!

Whether we're chasing the latest trends or staying rooted in what matters most, there's a unique energy that defines us. This section dives into what makes us tick – from how we see ourselves to what gets us excited about the future.

What to expect:

- Self-perceptions
- Character traits
- Interests
- Lifestyle indicators
- Future outlook



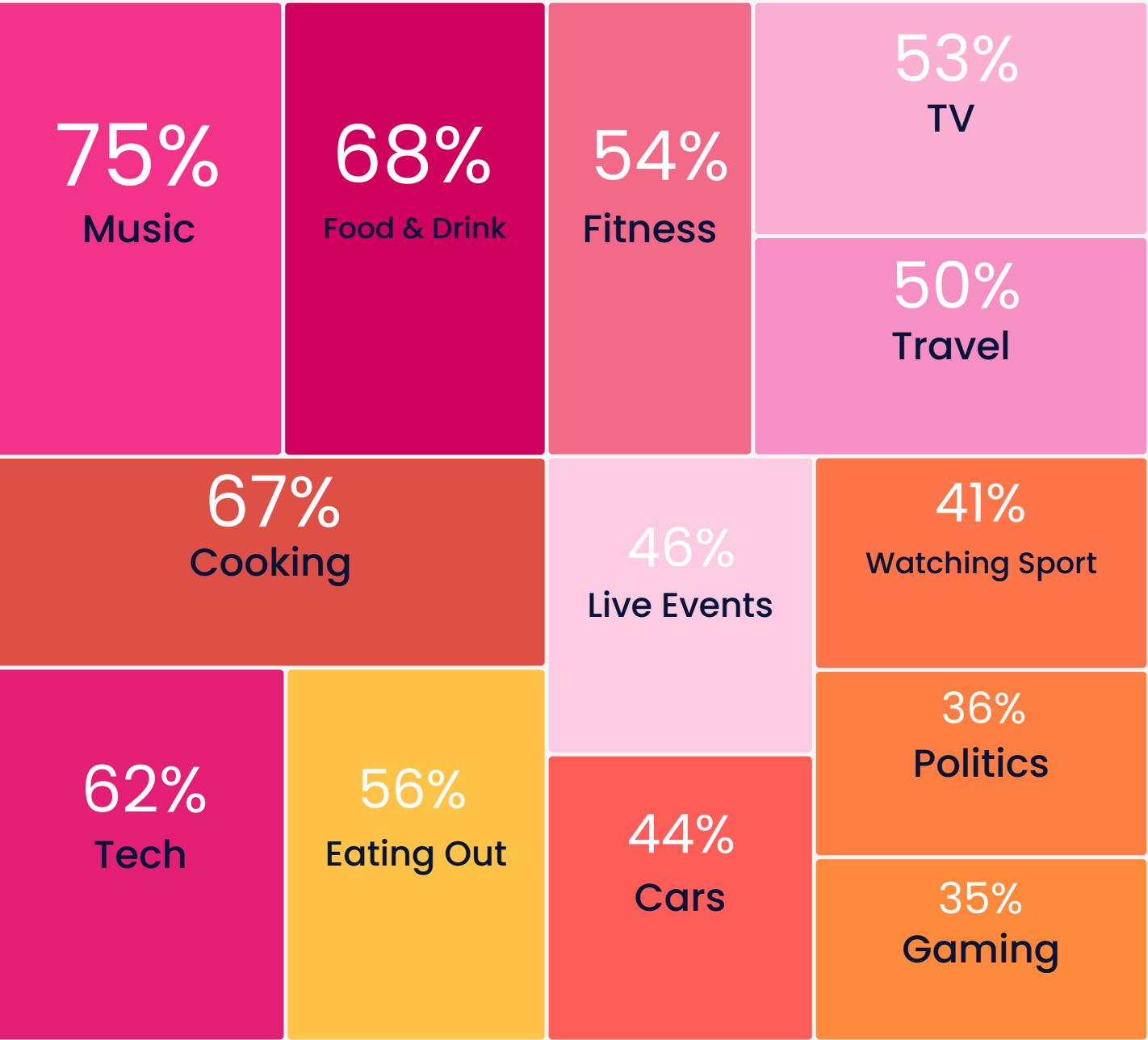


The Pulse of SA's Lifestyle

It's clear that we're all about the soundtrack of life with music taking the lead (75%). And a way to a Saffas heart? Food, drinks & cooking. Nou kan ons braai.

Personal Interests

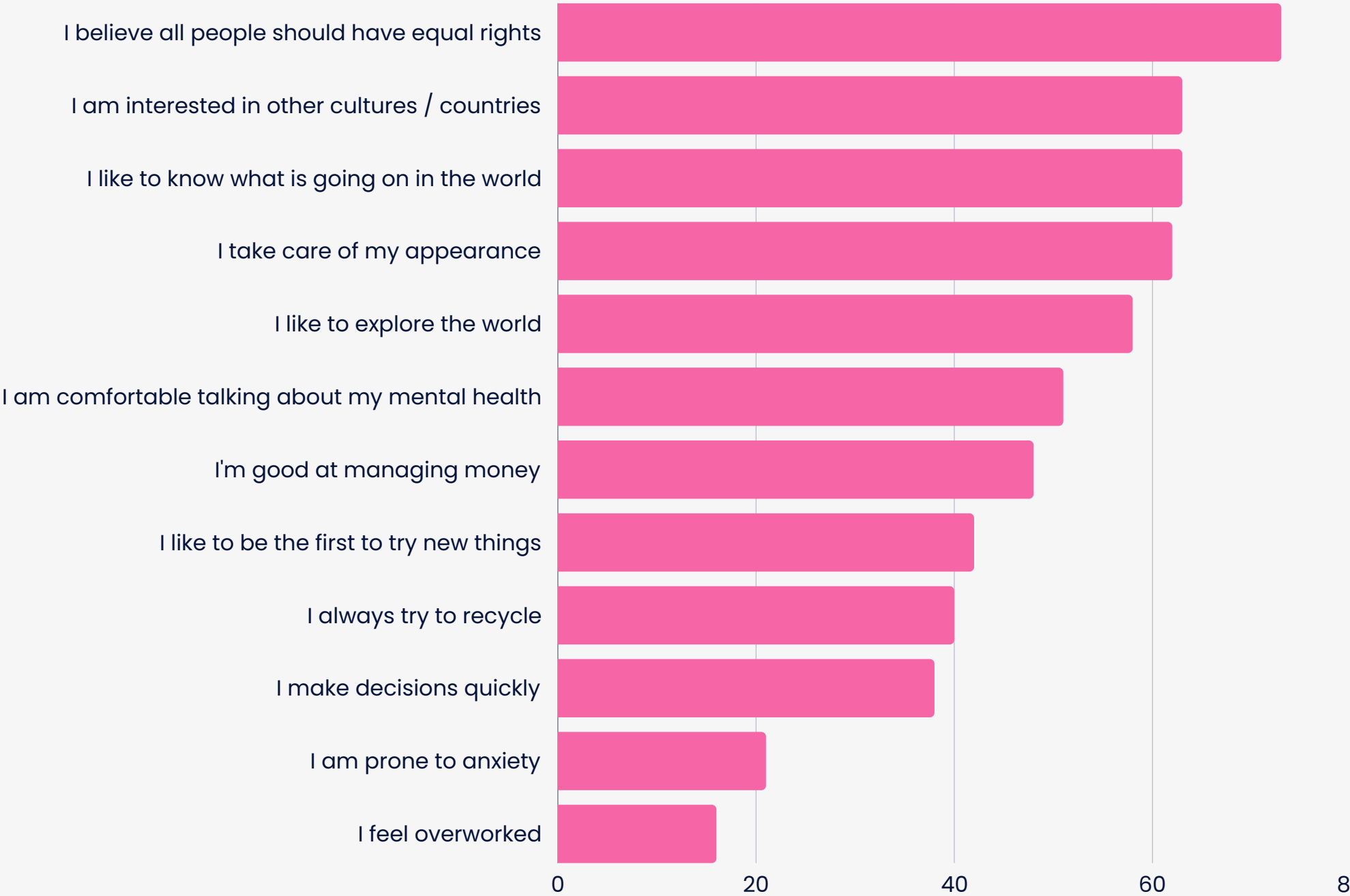
% of consumers interested in the following



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Self-Perceptions

% of consumers who say the following describes them





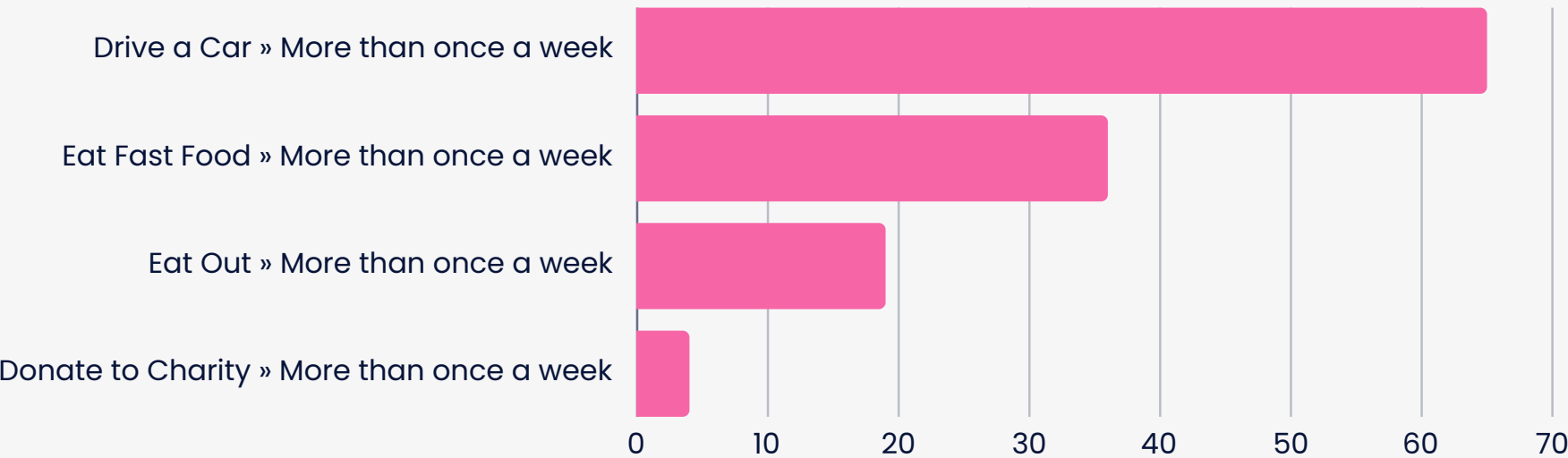
The Pulse of SA's Lifestyle

40%

Of consumers aged 21+ drink alcohol at least once a week.

Lifestyle Indicators

% of consumers who do the following at least once a week



Future Outlook

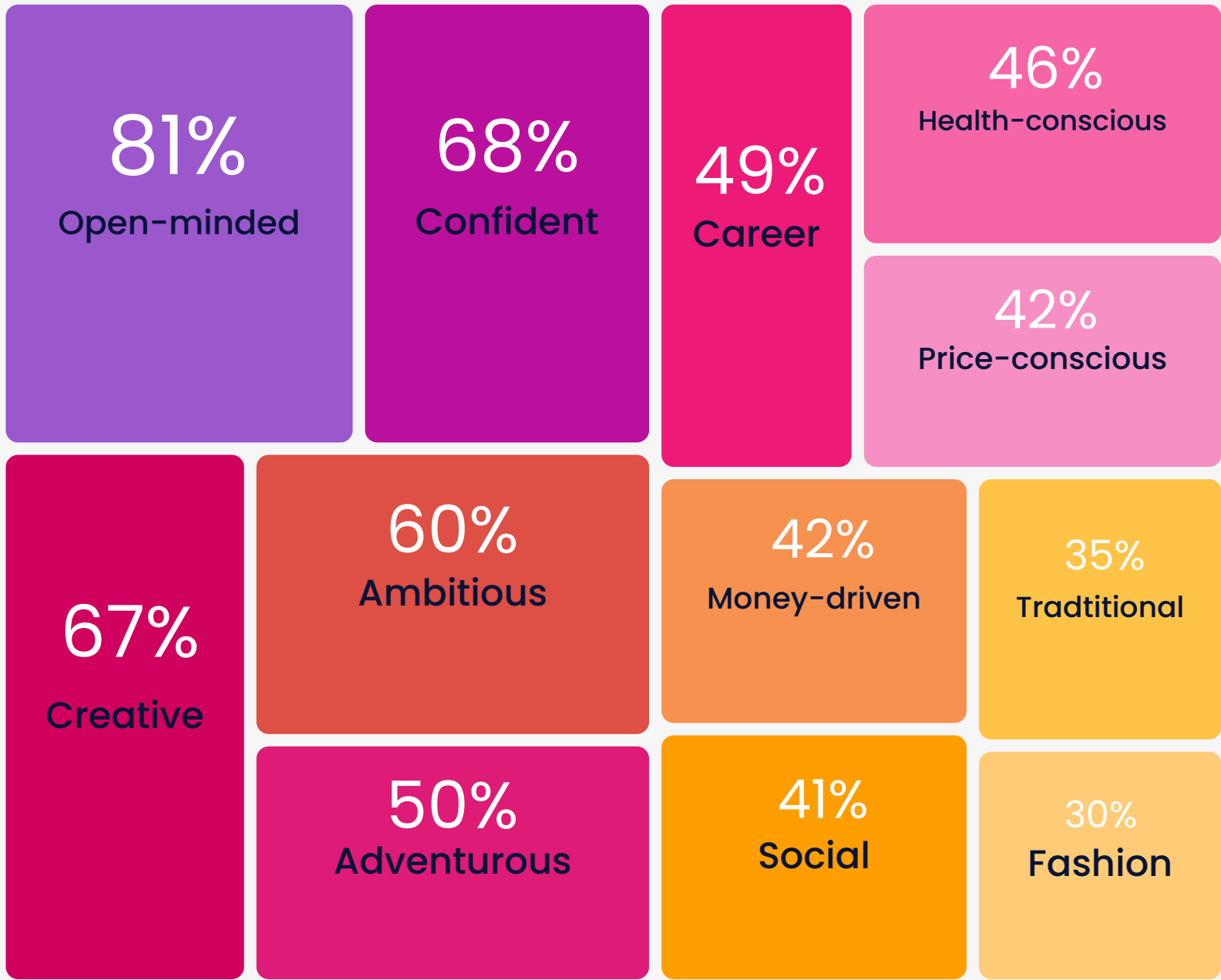
% of consumers who think the following will get better in the next 6 months



South Africans are on the go – driving, dining out, and grabbing their favourite takeaways. We believe we’re open-minded (81%), confident (68%), creative (67%) which makes for quite the winning combination. We’re well balanced between being Career-focused & health-conscious, and we’re always looking for a deal! Finances? Optimistic. The environment? Not so much.

Character

% of consumers who say the following describes them



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Tech Behaviours

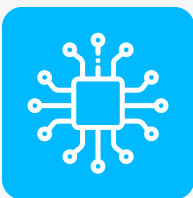
Let's talk tech! South Africans are no strangers to the latest gadgets and smart gear. Whether it's the phone in our hand or the smart home devices that make life a breeze, we're always staying connected.

This section dives into the tech shaping our daily lives – from the devices we can't live without to our take on what brands we love right now.

What to expect:

- Attitudes toward technology
- Device ownership
- Mobile handsets
- Mobile actions in the last month
- Smart-home product ownership





Tech Habits of a Nation

Attitudes to Technology

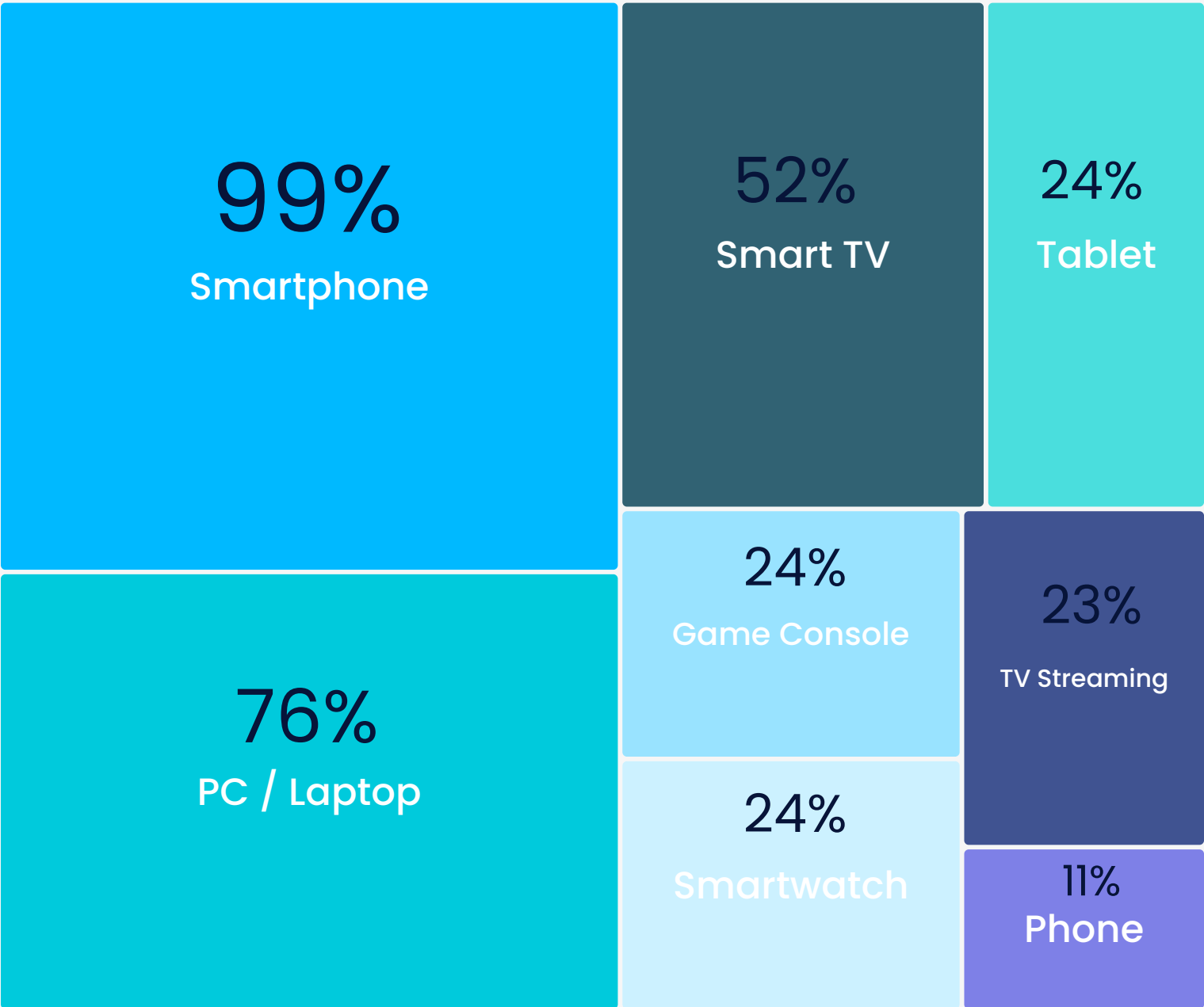
% of consumers who say the following describes them



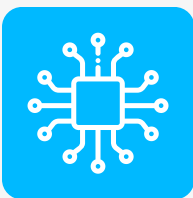
South Africans are tech-savvy: 99% own smartphones and 76% have PCs. Most are confident with new tech (59.6%) but concerned about data privacy (42%) and screen time (36%).

Device Ownership

% of consumers who say they own the following



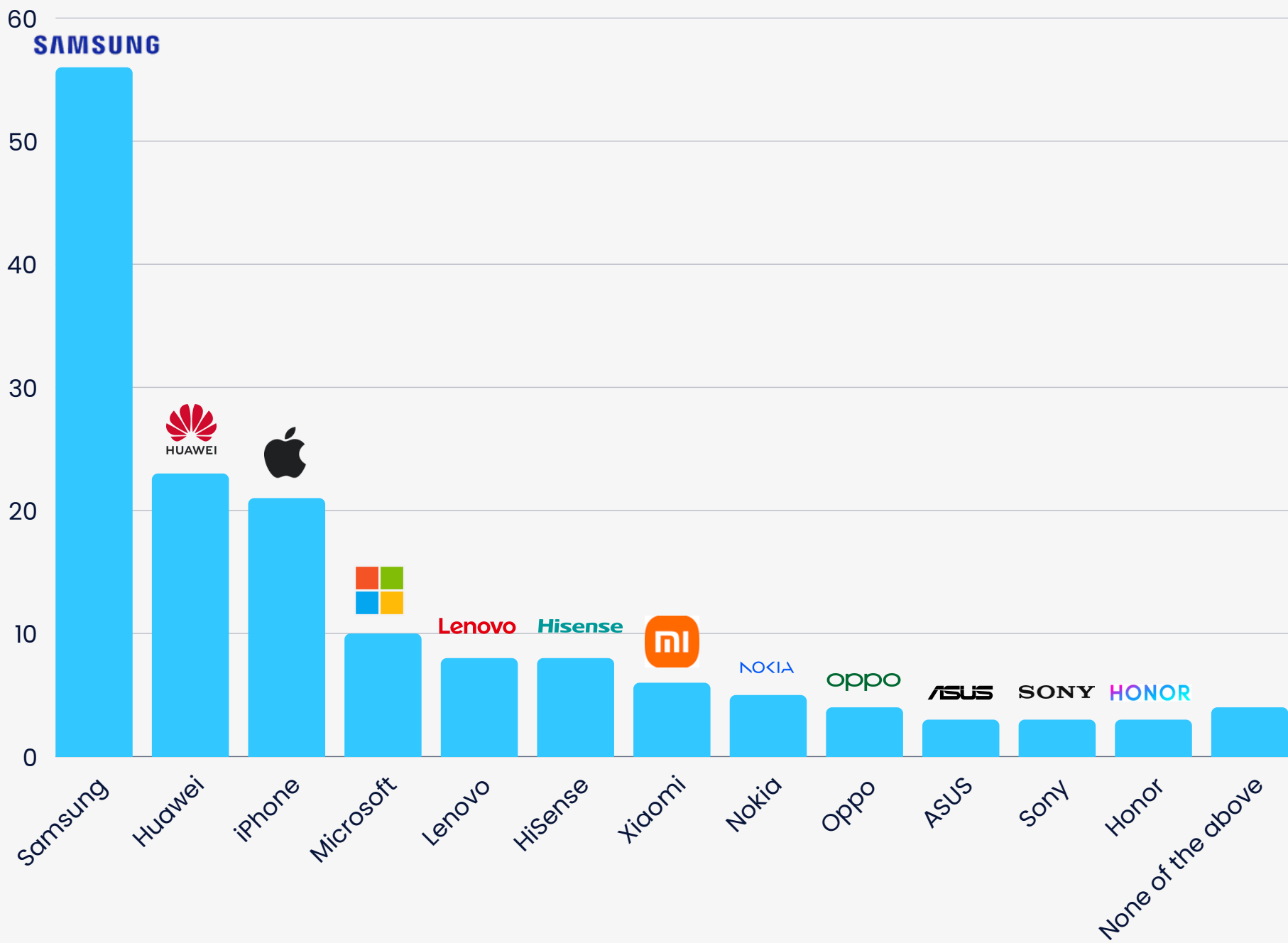
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Tech Habits of a Nation

Current Mobile Brand Ownership

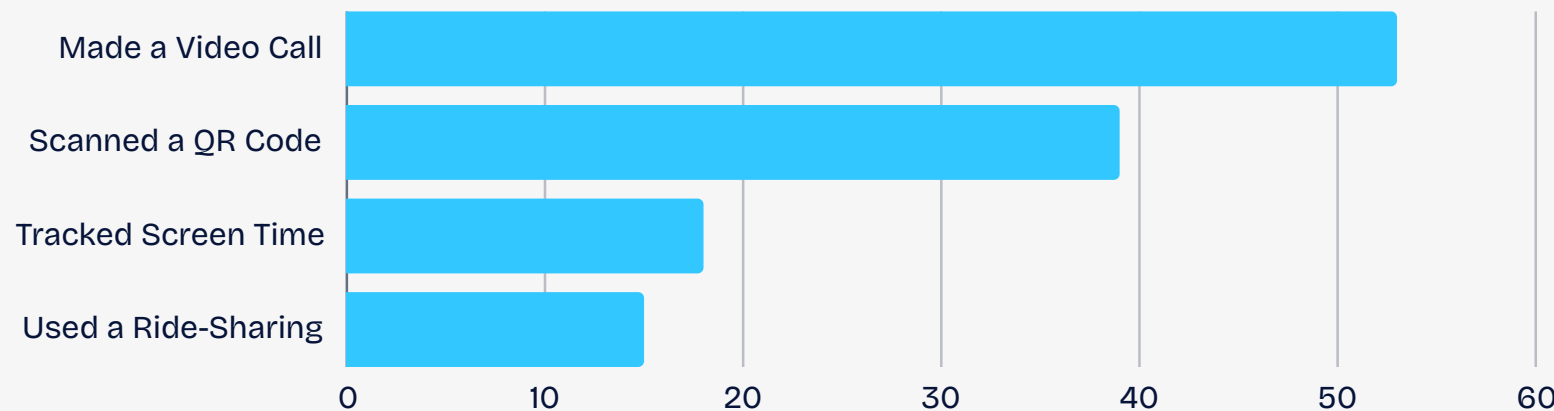
| Base audience: Technology: Smart/Feature Phone Owners
% of smartphone/feature phone owners who own the following mobile brand



Samsung leads with 56% of mobile users. Smart-home tech is on the rise (9.5% ownership). And it's clear Saffas love a little face time with their key mobile interaction being video calls.

Mobile Actions in the Last month

| Base audience: Technology: Smartphone Owners
% of smartphone owners who say they have done the following mobile actions in the last month



Smart-Home Product Ownership

| Base audience: Technology: Smart Home Product Owners
% of smart-home product owners who say they own the following



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Media Behaviours

Let's get into how Mzansi's soaking up media! Whether binge-watching our favourite shows, streaming tunes on the go, watching the Bokke win another world cup or diving into a YouTube rabbit hole, we know how to keep entertained.

From lekker TV nights to catch up with the latest short-form content, this section gives you the complete picture of South Africans tuning in, turning up, and gaming in style.

What to expect:

- TV habits
- Streaming services we love
- Music streaming vibes
- Gaming gear
- Short-form vs long-form video: what's winning?



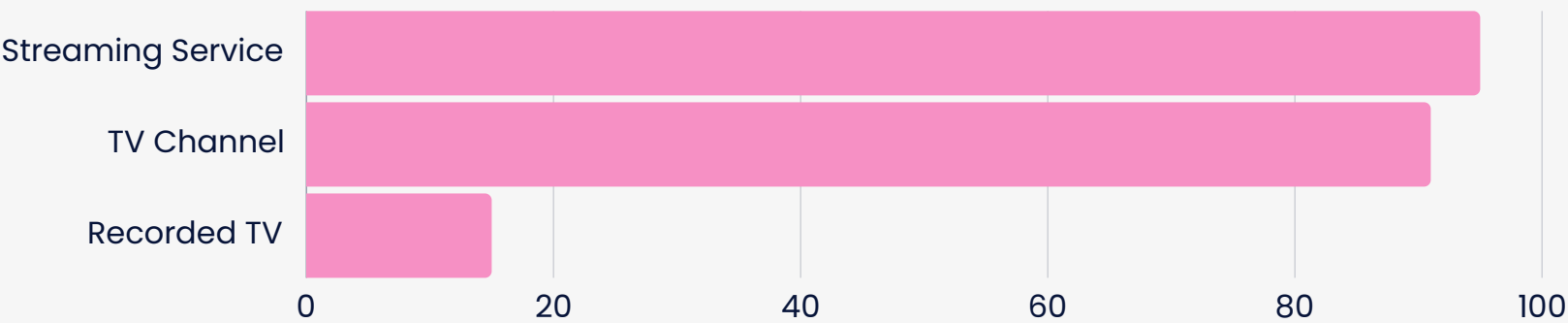


Media

When it comes to TV, on-demand and live TV are still popular, while recorded TV trails behind. For online video, short and long-form content are heavily watched, reflecting a strong preference for varied video experiences. For gaming, 91.7% use some device, with smartphones leading at 76.2%, followed by PCs at 42.2%.

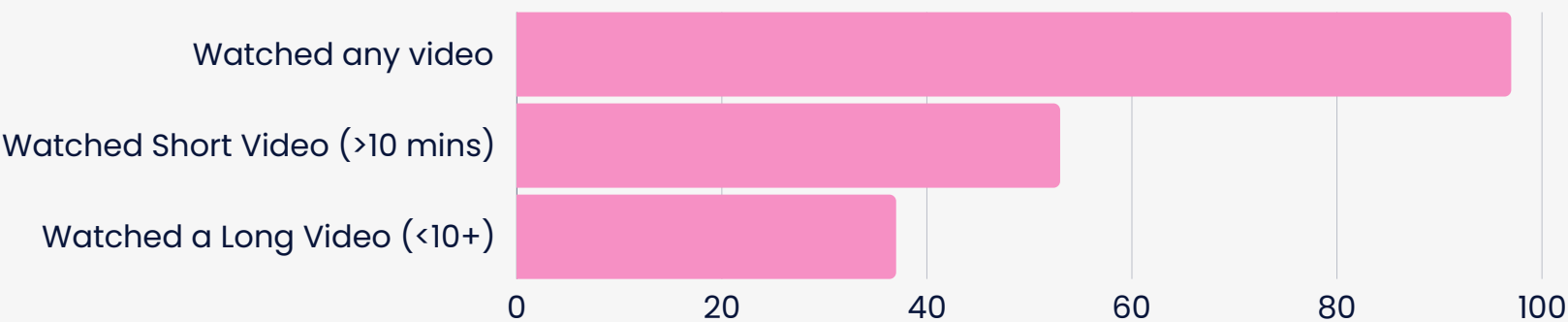
TV Behaviours

% of consumers who have watched the following in the last month



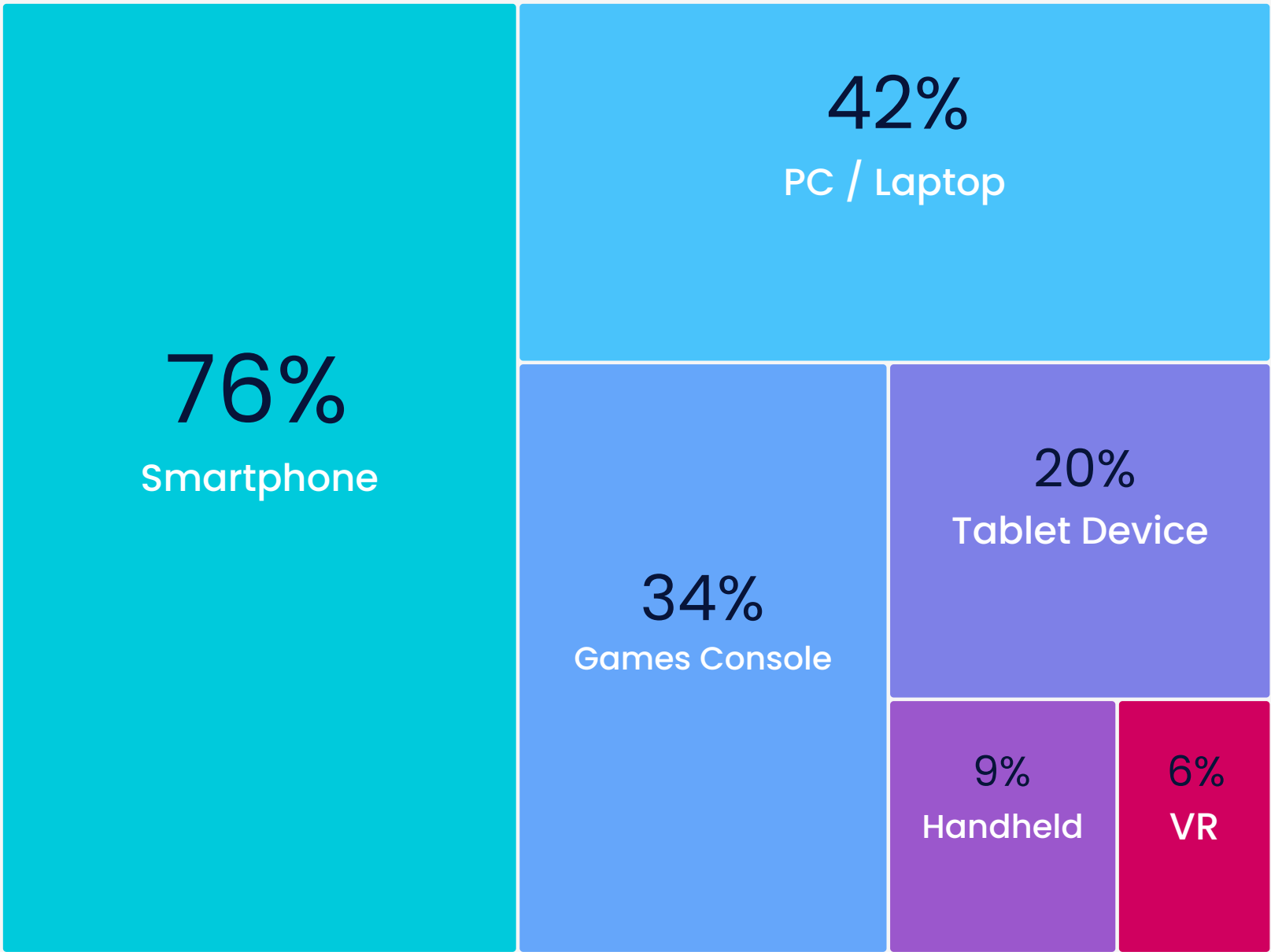
Online Video Behaviors

% of consumers who did the following online in the last week



Devices Used for Gaming

% of consumers who use the following to play games



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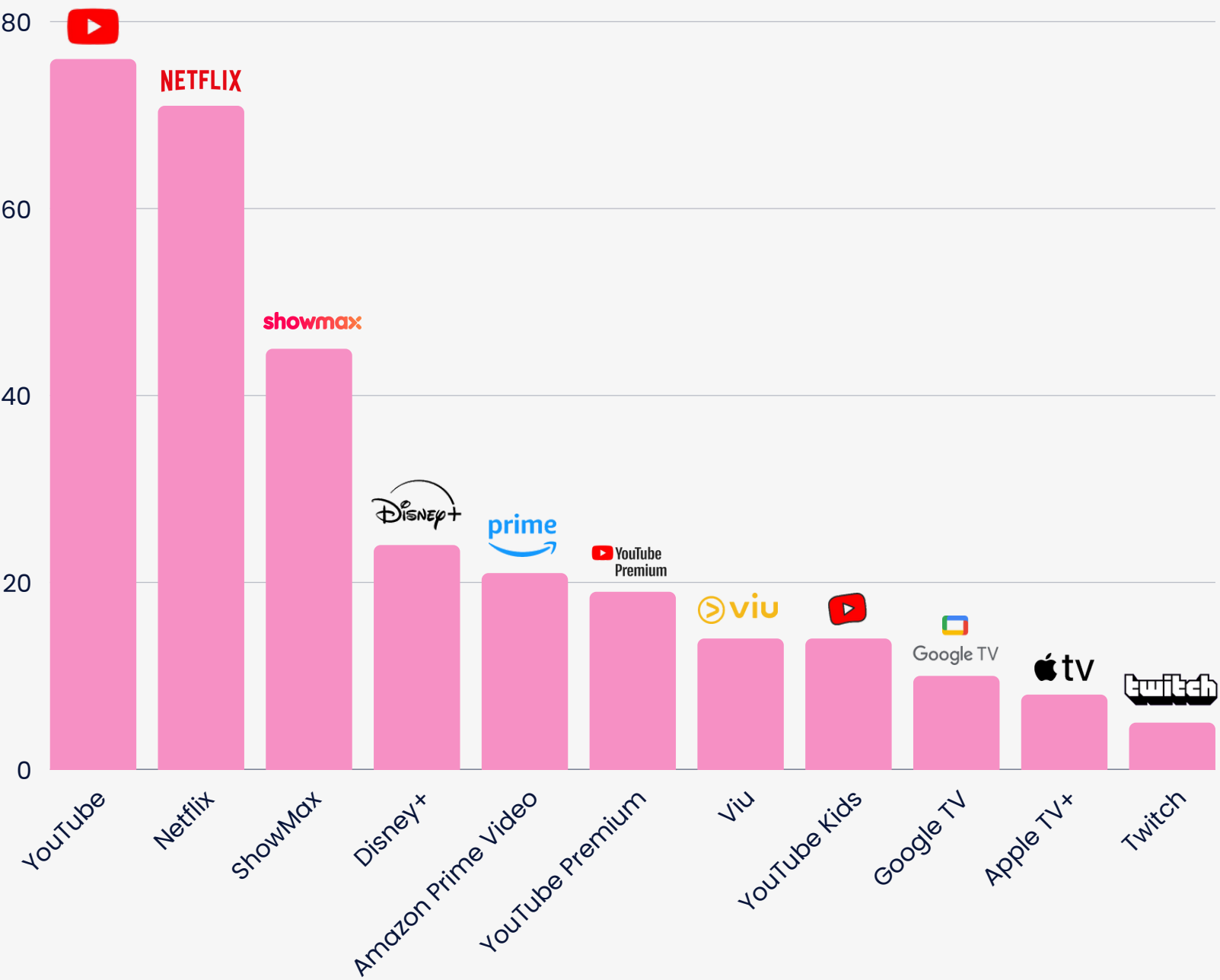


Media

76.4% have tuned into YouTube, 71.2% to Netflix, and 45.3% to ShowMax. Leading the music streaming pack, we have Spotify at 62% and, in 2nd place, Youtube Music, at 48%. As we saw previously, South Africans are all about music with their top interest at 75% (Page 5).

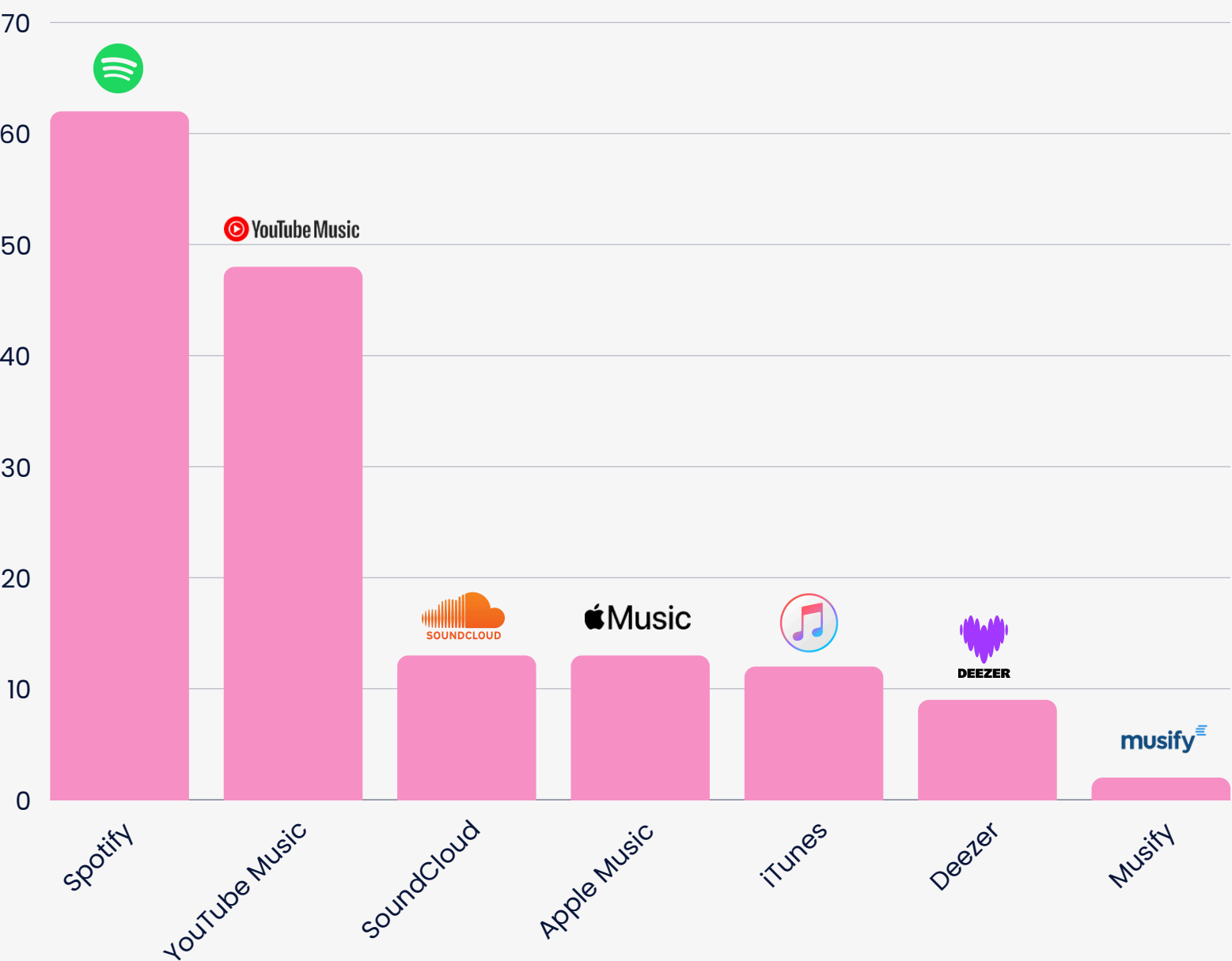
Online Video Behaviors

% of consumers who did the following online in the last week



Music Services Engagement

% of consumers who have used the following in the last month





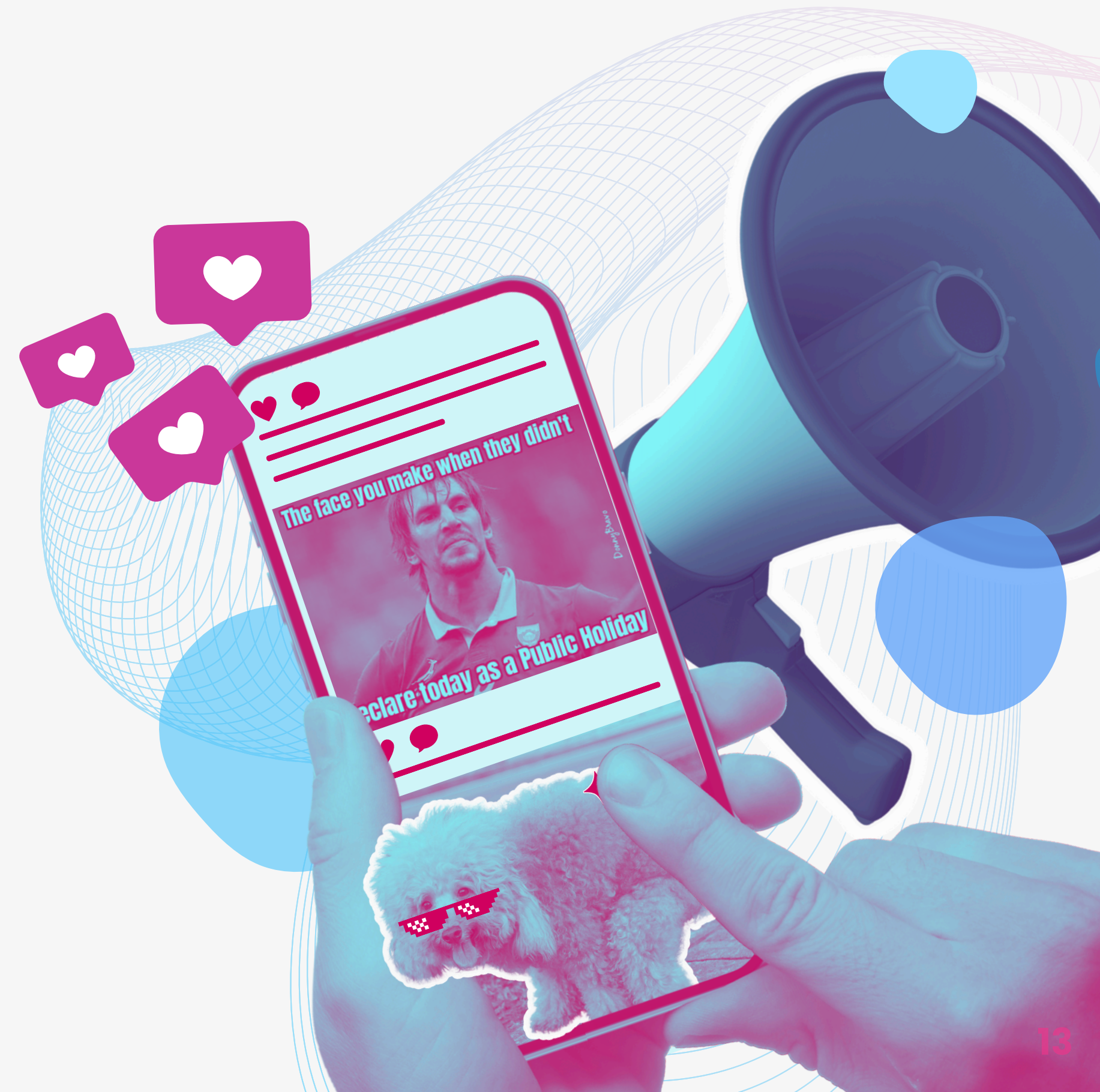
Social Media Behaviours

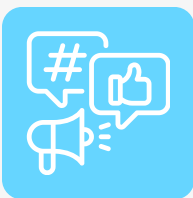
Let's break it down – how are South Africans scrolling and double-tapping? From which platforms we love to follow, to the vibes we give off online, this section digs into our social media habits.

Whether we're on the 'gram, TikTok-ing, or keeping it real on Facebook, find out what we're following, why we're on these platforms, and how we choose to show up online.

What to expect:

- Attitudes towards social media
- Favourite social platforms
- Types of accounts we follow
- Why we're using social media
- Online personas vs the real deal





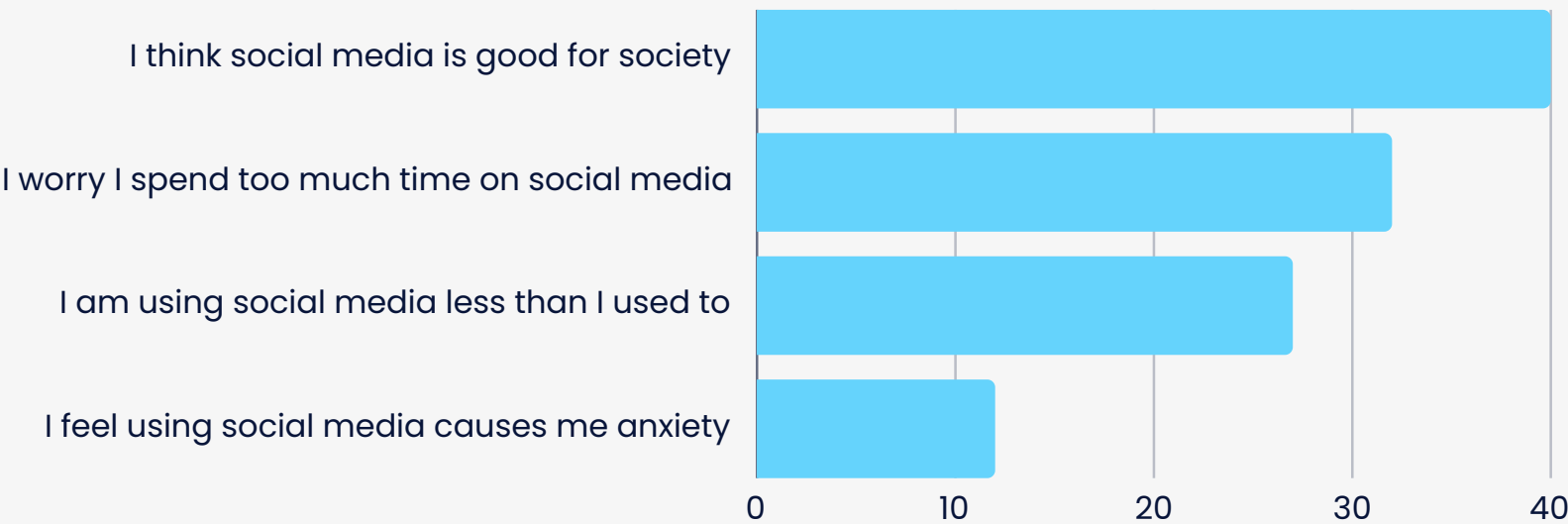
Saffas and Social Media

Why we use social media

40.3% of South Africans find social media beneficial, 32.3% worry about its overuse, and 27.1% are using it less. WhatsApp is the favourite (32.2%), followed by TikTok (21.3%) and Facebook (18.9%). Most (80.8%) prefer to be themselves online. Lekker!

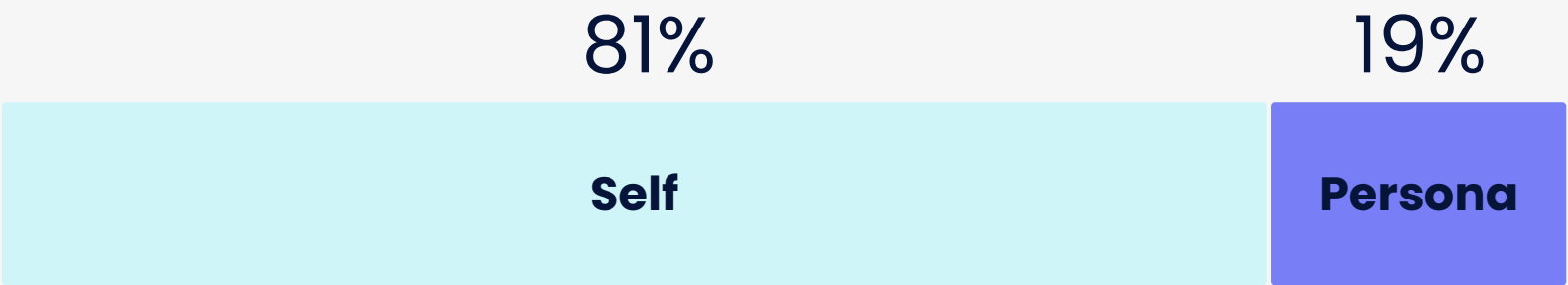
Attitudes Toward Social Media

% of consumers who say the following describes them



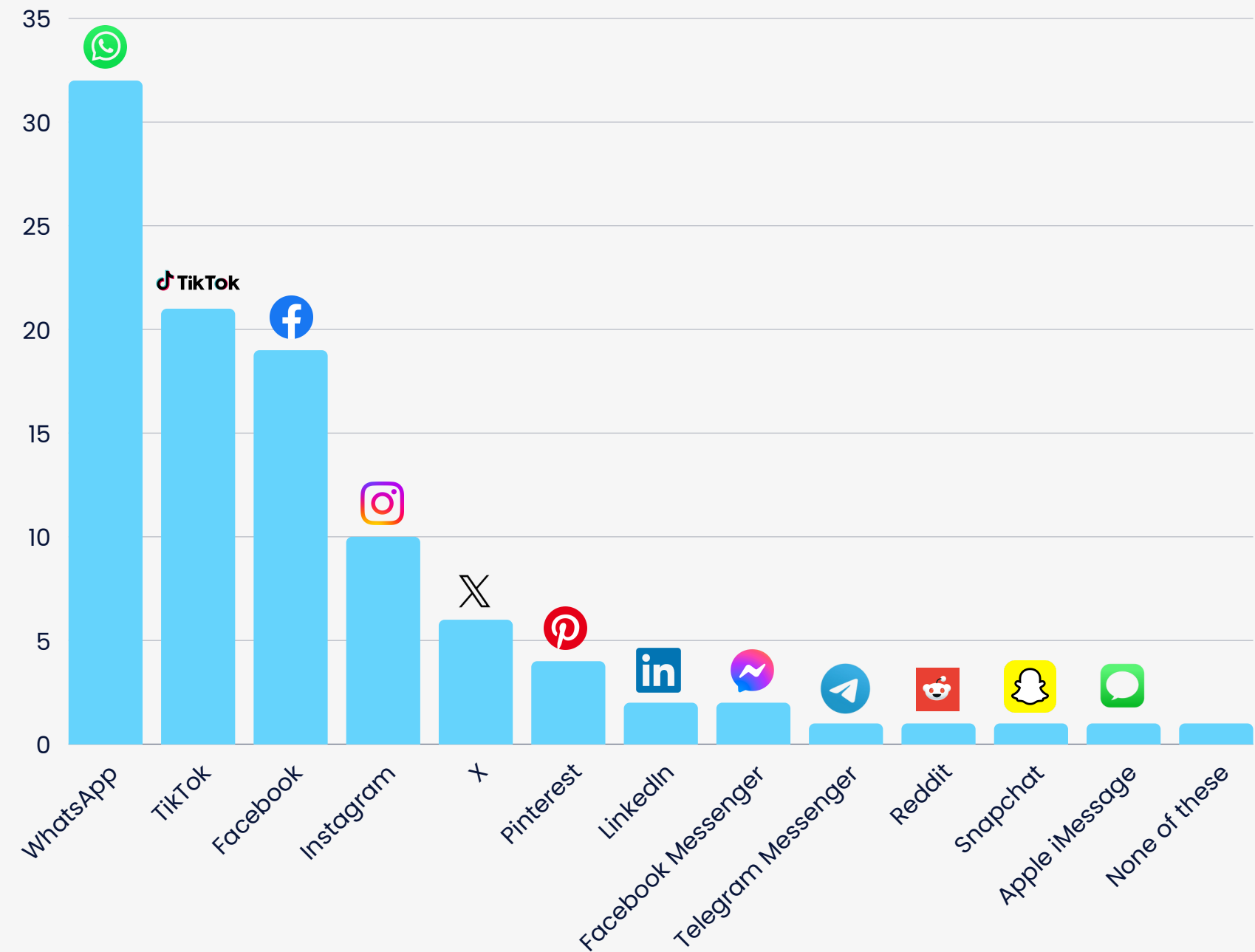
Appearing Online as Self vs Persona

% of consumers who would typically rather do the following



Favourite Social Media Service

% of consumers who say the following service is their favourite



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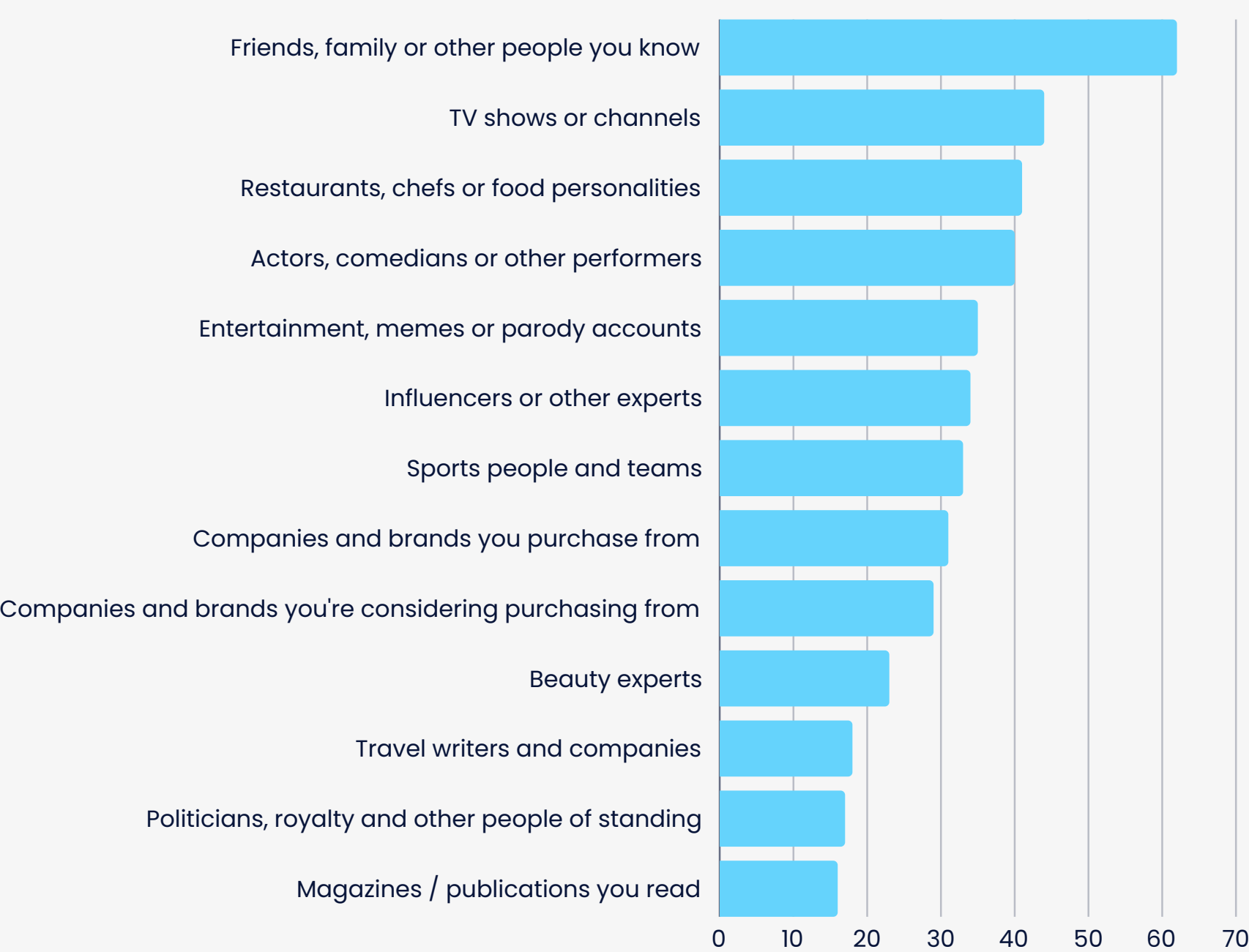
Saffas and Social Media

How we use social media

People follow friends and family (62.4%), TV shows (43.7%), and food personalities (41.3%). Actors, comedians (40.1%), and influencers (33.9%) are also popular. Social media is mainly used for staying connected and for entertainment.

Accounts Followed on Social Media

% of consumers who follow these accounts on social media



Reasons for Using Social Media

% of consumers who cite these as their main reasons for using social media





Purchase Behaviours

Let's take a closer look at the journey from discovery to purchase! Have you ever wondered how South Africans find their favourite brands and what drives us to click that *buy* button?

This section reveals the ins and outs of how we discover products, do our research, and what makes us loyal fans online. Get ready to explore the key factors influencing our buying decisions and why we're quick to advocate for the brands we love.

What to expect:

- Purchase Journey
- How we discover products
- Research Habits
- What drives online purchases
- Brand Advocacy





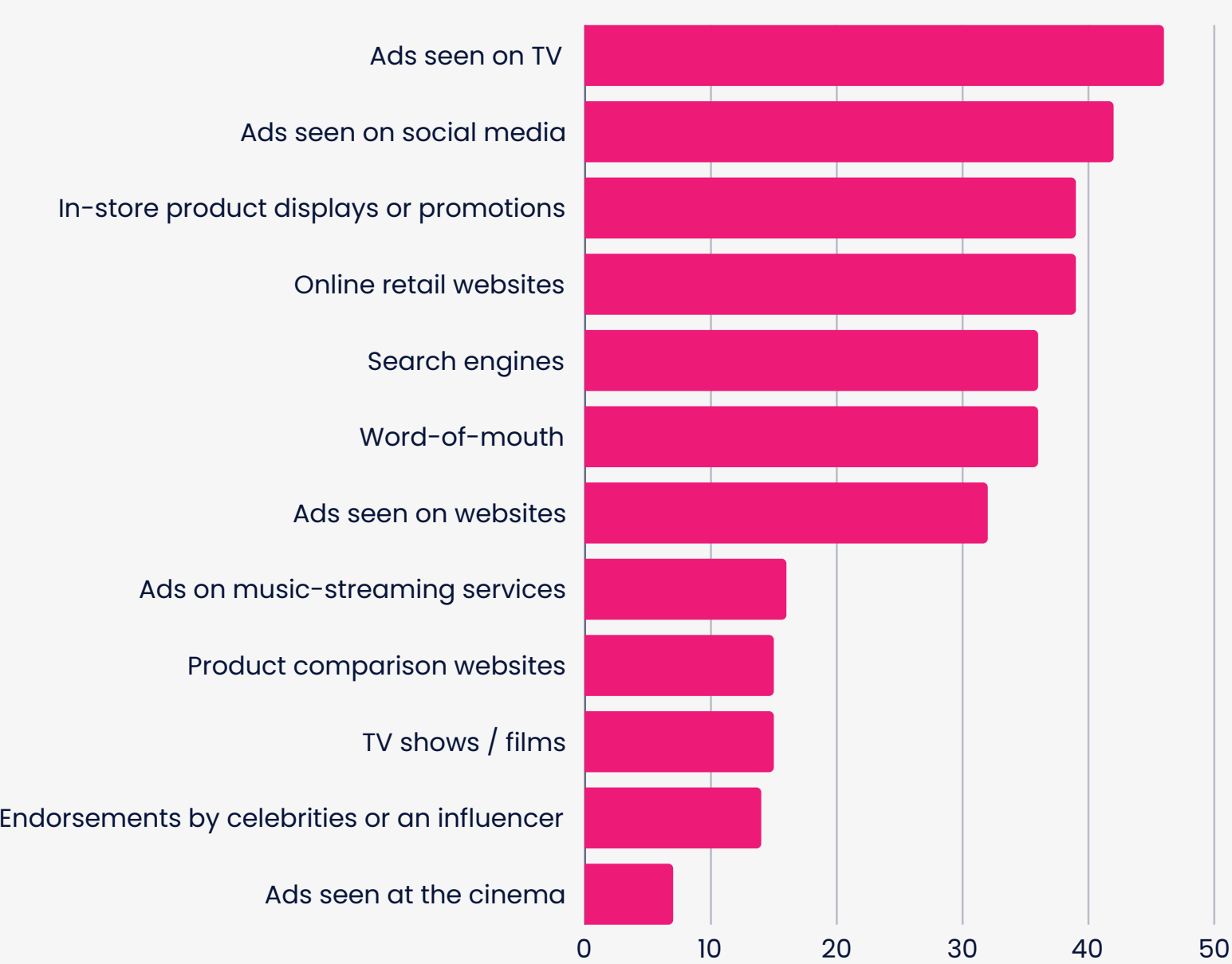
Saffas and Shopping

What they want to see from brands

15.5% discover brands through music-streaming ads and comparison sites. High-quality products are a big driver for brand advocacy (63.9%), while rewards and excellent service also spark enthusiasm (56.1% and 50.9%, respectively).

Brand Discovery

% of consumers who discover brands/products via the following



Brand Advocacy

% of consumers who are motivated to advocate a brand online by the following





Saffas and Shopping

How they interact and buy from brands

Interest-free payments attract 20.6% of online shoppers. When researching, 62.6% use search engines and 60.3% turn to social networks. Reviews and brand sites are key to making informed purchases.

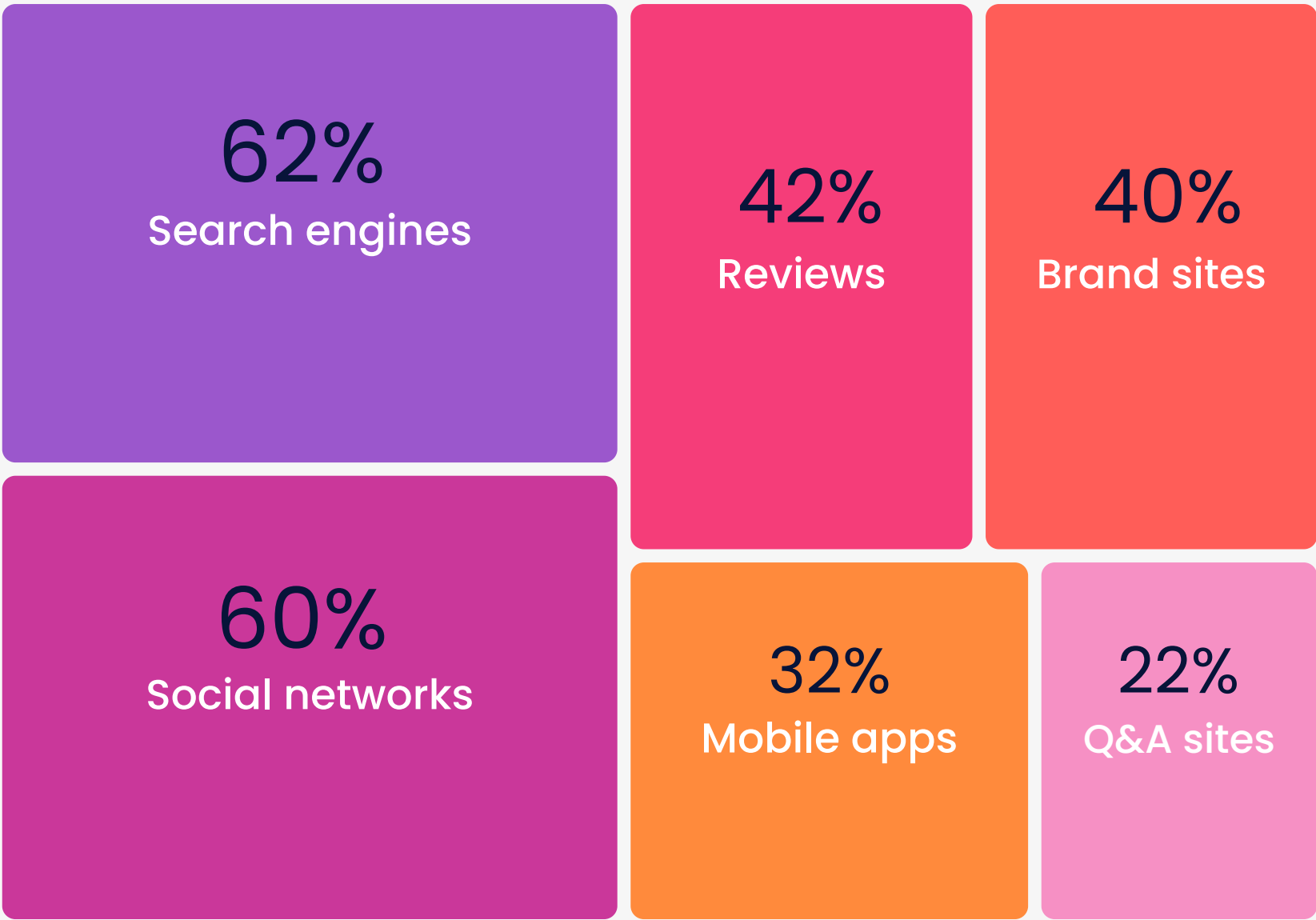
Online Purchase Drivers

% of consumers who are most likely to buy a product online due to the following



Online Product Research

% of consumers who use the following for more information about a brand/product





Wasn't that just local and lekker!?

So, there you have it! From our tech habits to how we binge-watch and buy online, South Africans keep things fresh, fast, and connected. We're diverse with unique tastes, but whether we're streaming, shopping, or scrolling, one thing's clear: We know what we like and how to get it.

As we continue to embrace new tech, trends, and platforms, brands that can tap into this vibe—keeping it local, relevant, and real—will win our hearts (and wallets). So, if you want to connect with the SA crowd, now you've got the insights to do it right!

Want more cool insights like these! Chat with our Consumer Insights experts at YOUKNOW Technologies.

[CHAT WITH AN EXPERT](#)

Or check us out youknow.co.za

