

2019 *Sunday Times/Sowetan* Shopper Survey reveals SA's favourite retailers

Shoprite took the title as South Africa's favourite retailer in the 2019 *Sunday Times/Sowetan* Shopper Survey. While Shoprite maintained its top spot by winning the Grand Prix for overall best retailer, Clicks and Pick n Pay came 2nd and 3rd respectively - switching their positions from 2018.



Image credit: Shoprite Group

Now in its 12th year, the survey – conducted by Kantar – serves as a guide of consumer perception towards local retailers.

Eben Gewers, head of advertising at Tiso Blackstar Group says: “We remain committed to delivering market research that has become the yardstick by which retailers measure their impact and relationships with customers. It’s essential for retailers to understand what makes consumers tick, but also what their competitors may be doing differently to warrant shopper attention.”

Survey methodology

A total sample of 2,750 respondents were surveyed in face-to-face interviews, across seven major metropolitan areas, as well as non-metropolitan areas across the country. Kantar used random suburb sampling among all racial groups, with an equal split of male and female adults aged 18 years and older.

In order to arrive at the top retailers in SA, overall brand familiarity and awareness were measured alongside brand-user experiences and interactions, non-user perceptions, and brand presence in the market. The combined result of these factors, using a non-proprietary algorithm, produced the winning retailers.

Category winners

Shopper Survey Categories	Category Winners
Furniture Stores	Mr Price Home
Hardware Stores	Cashbuild **
Health and Beauty Stores	Clicks **
Pharmaceutical Outlets	Clicks **

Entertainment, Music and Book Stores	Musica
Men's Clothing Stores	Markham
Shoe Stores	Woolworths
Women's Clothing Stores	Mr Price
Electronics and Household Appliances Stores	Game **
Wholesalers	Makro **
Home Accessories and Décor Stores	Mr Price Home **
Grocery Stores	Shoprite **
Jewellery Stores	American Swiss
Tyre and Auto Fitment Centres	Tiger Wheel & Tyre **
Liquor and Bottle Stores	Tops at Spar **
Sports and Outdoor Stores	Totalsports **
Telecommunications Stores	PEPcell
Kids and Baby Clothing Stores	Woolworths **

** Winner of category in 2018 as well.



Pep, Truworths and Ackermans lead clothing retail customer satisfaction rankings

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Top rankings in each category

2019 Grand Prix	Index Score
Shoprite	79.70
Clicks	77.93
Pick n Pay (Supermarket/Hypermarket/Family store)	77.38
Makro	77.08
Tops at Spar	71.10
Spar/ Kwik Spar/ Super Spar	69.87
Mr Price	69.78
PEPcell	69.12
Woolworths	68.96
Cashbuild	68.35

Home Accessories and Décor Stores	Index Score
Mr Price Home	67.13
Sheet Street	65.41
Woolworths	62.01
Edgars Home	58.95
@ Home	55.11
Ackermans	53.04
Home Choice	50.34
Pep	49.85
Loads of Living	49.32

Electronics and Household Appliance Stores	Index Score
Game	65.23
Clicks	59.62
Makro	59.53
House & Home	56.67
Samsung	56.38
Hi-Fi Corporation	54.75
Dion Wired	54.31
Checkers / Checkers Hyper	54.29

Pick n Pay	53.95
Shoprite	53.21

Jewellery Stores	Index Score
American Swiss	66.57
Sterns	62.74
Galaxy & Co.	56.96
Arthur Kaplan	54.06
NWJ Fine Jewellery	49.74
Browns	49.63
Takealot	44.67
Pandora	42.04
Narandas	41.93
Forma Viva	40.29

Kids and Baby Clothing Stores	Index Score
Woolworths	68.96
Ackermans	67.51
Edgars	63.99
Naartjie	60.10
Mr Price	59.71
Truworths	56.36
Keedo	55.53
Jet	55.17
Earthchild	54.38
Pep	53.26

Liquor and Bottle Stores	Index Score
Tops at Spar	71.10
Shoprite Liquor Shop	63.02
Pick n Pay Liquor	60.69
Makro Liquor	57.18
Liquor City	54.91
Ultra Liquors	52.47
Checkers Liquor Shop	51.67
Overland Liquors	48.68
Liberty Liquors	47.74
Liquor World	45.91

Men's Clothing Stores	Index Score
Markham	65.32
Truworths	64.63
Edgars	64.21
Woolworths	64.07
Mr Price	63.87
Sportscene	62.42
Old Khaki	58.05
Studio 88	55.10
Guess	54.39
Ackermans	52.61

Shoe Stores	Index Score
Woolworths	68.81
Edgars	67.31
Spitz	64.04
Timberland	57.07
Jet	54.41
Fabiani	53.08

Tekkie Town	53.00
Rage	52.38
Green Cross	52.01
Tread + Miller	50.33

Furniture Stores	Index Score
Mr Price Home	59.31
House & Home	58.94
Bradlows	58.83
Russells	57.01
Rochester	56.86
Lewis	55.10
Ok Furniture	53.78
Bed & Lounge	53.14
Fielli	52.90
Coricraft	51.95

Hardware Stores	Index Score
Cashbuild	68.35
Build it	63.79
Builders (including Warehouse, Express, Trade Depot)	60.74
Chamberlains	50.42
Jack's Paint & Hardware	49.70
Mca	49.34
BUCO	49.11
Timbercity	48.73
P&L Hardware	47.68
Jadas Hardware	46.99

Health and Beauty Stores	Index Score
Clicks	77.93
Dis-Chem	68.32
Edgars	49.76
Woolworths	46.85
Red Square	46.49
Foschini	44.98
The Body Shop	44.97
Truworths	44.32
Jet Mart	39.66
Wantitall	38.56

Pharmaceutical Outlets	Index Score
Clicks	73.98
Dis-Chem	64.36
Medirite (Shoprite/Checkers)	57.94
Link Pharmacy	47.77
Pick n Pay Pharmacy	46.91
Alpha Pharm	46.76
Spar Pharmacy	38.96

Sports and Outdoor Stores	Index Score
Totalsports	66.97
Sportscene	64.30
Edgars Active	59.66
Adidas	58.06
Mr Price Sport	57.62
Nike	57.22
Studio 88	53.86

Cape Union Mart	49.17
The Cross Trainer	47.58
Sportsmans Warehouse	47.47

Telecommunications Stores	Index Score
PEPcell	69.12
Vodacom Store	62.71
MTN Store	58.88
Cell C Store	53.29
Telkom Stores	52.91
Game	52.58
Edgars	51.61
Ackermans	49.28
Woolworths	48.48
Pick n Pay	47.06

Tyre and Auto Fitment Centres	Index Score
Tiger Wheel & Tyre	62.39
Hi-Q	58.54
Supaquick	56.55
Dunlop Zone	56.40
Autozone	54.83
Speedy	51.44
Trentyre	51.36
Kwik Fit	49.67
Tyre Mart	49.16
BestDrive	48.57

Wholesalers	Index Score
Makro	77.08
Kit Kat Cash & Carry	60.45
Sunshine Cash & Carry	49.91
Jumbo Cash & Carry	49.78
Trade Centre	49.29
Metro Cash & Carry	49.03
Metro Hyper	48.55
Rhino Cash & Carry	47.12
Discount Cash & Carry	46.80

Women's Clothing Stores	Index Score
Mr Price	69.78
Woolworths	67.94
Edgars	66.23
Truworhs	65.27
Sportscene	60.80
Guess	59.10
Ackermans	57.62
Foschini	55.78
Studio 88	54.76
Old Khaki	54.23

Entertainment, Music and Book Stores	Index Score
Musica	65.45
CNA	64.19
Apple App Store	57.56
Exclusive Books	53.67
Netflix	51.76
Edgars	51.53

Van Schaik	51.52
Top CD	50.30
Checkers DVD/CD Section	49.83

Grocery Stores	Index Score
Shoprite	79.70
Pick n Pay	77.38
Spar/ Kwik Spar/ Super Spar	69.87
Checkers/ Checkers Hyper	66.59
Woolworths	63.40
Makro	56.23
Fruit & Veg City	54.83
Boxer	50.80
Game (Foodco)	49.62
Cambridge Foods	45.73

The complete results of the 2019 *Sunday Times/Sowetan* Shopper Survey will be published in a supplement accompanying the *Sunday Times* on 8 September 2019.

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