

FESTIVE SPENDING SURVEY 2019

This festive season, South Africans are predicted to spend **R254 BILLION**



South African's anticipated festive budget is R6585

24% ↑

increase from 2018 festive season

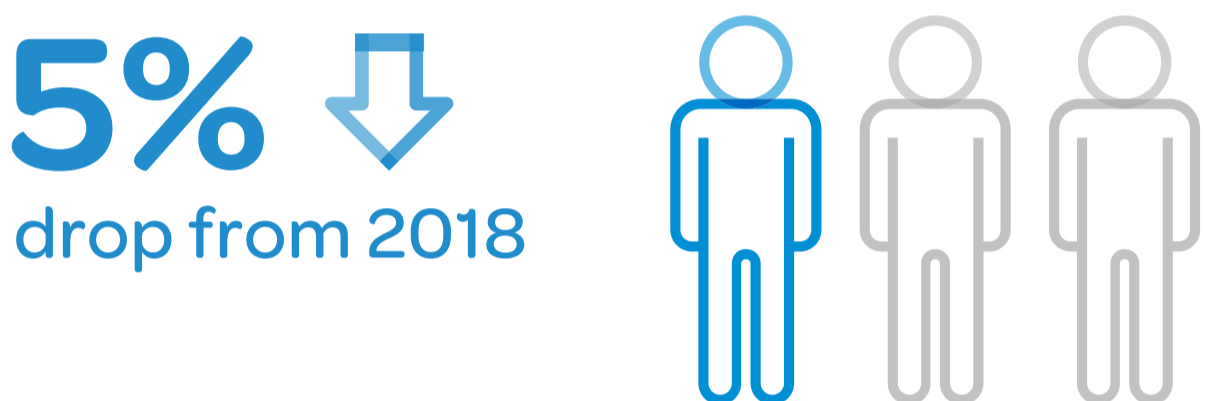


Funding Festive Expenses

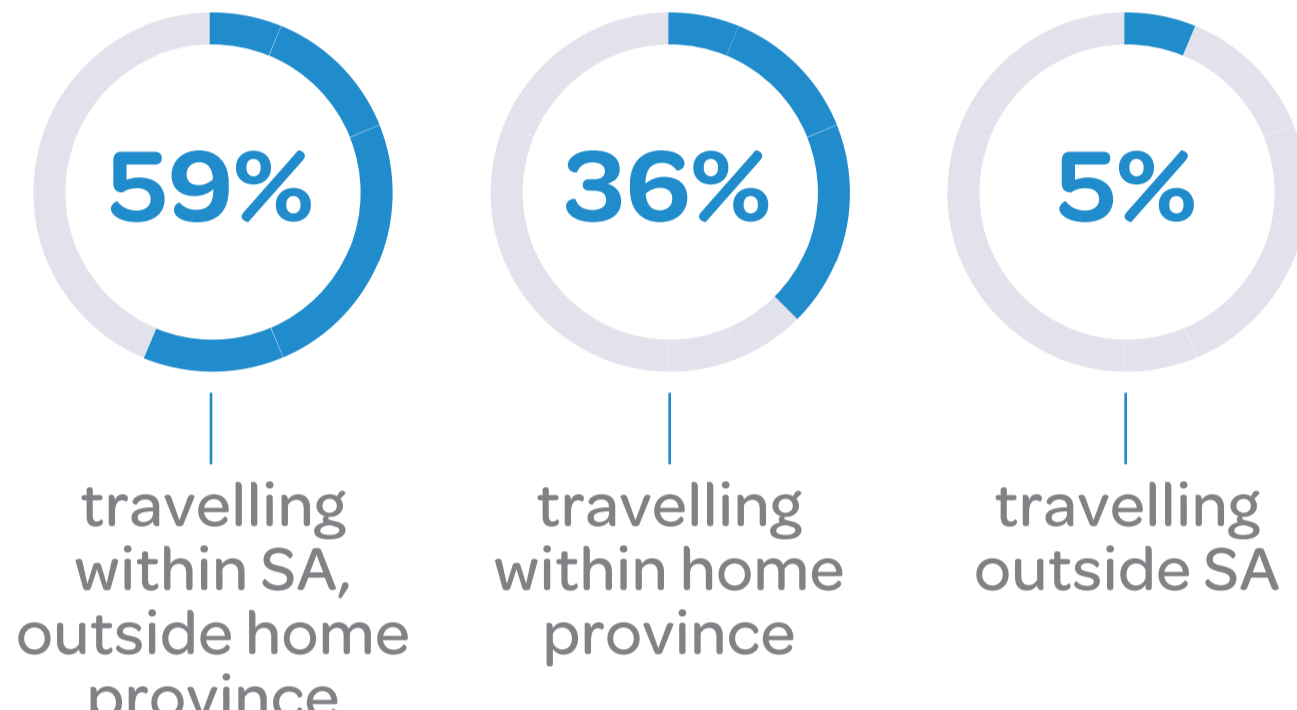
Majority use their December bonus for the extra expense



1 in 3 South Africans plan to travel this festive season

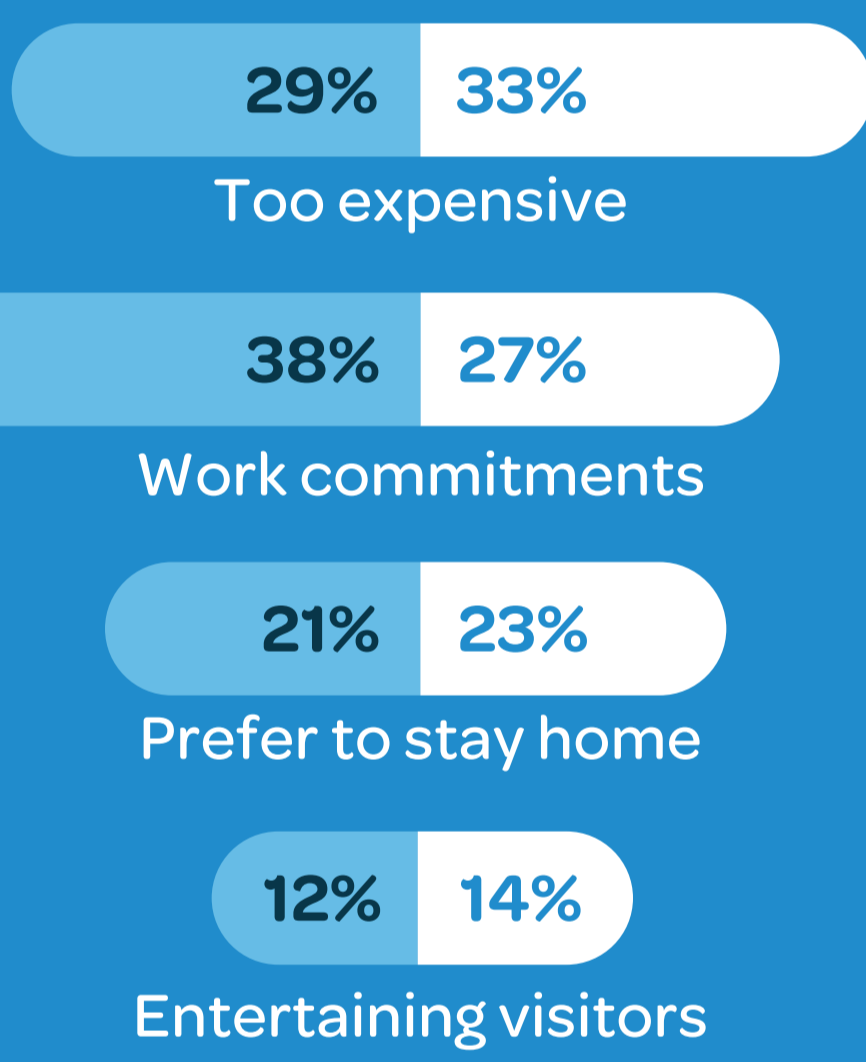


Of those who are travelling



Top reasons for not travelling

2018 2019



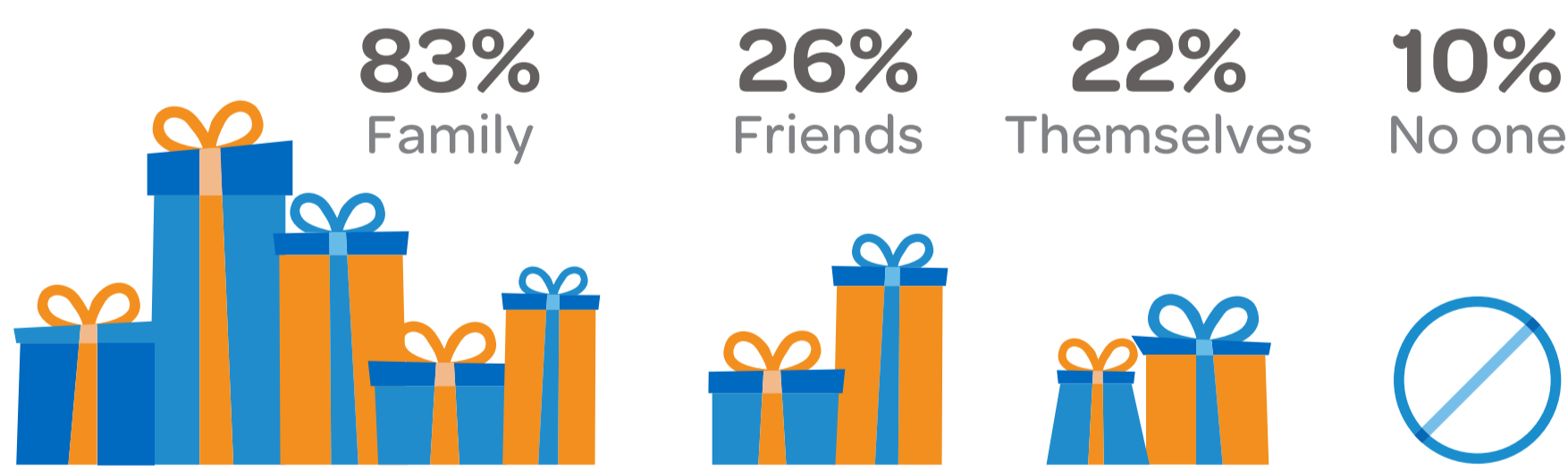
Top reasons for travelling



Preferred mode of transport



Who are South Africans buying gifts for this festive season?

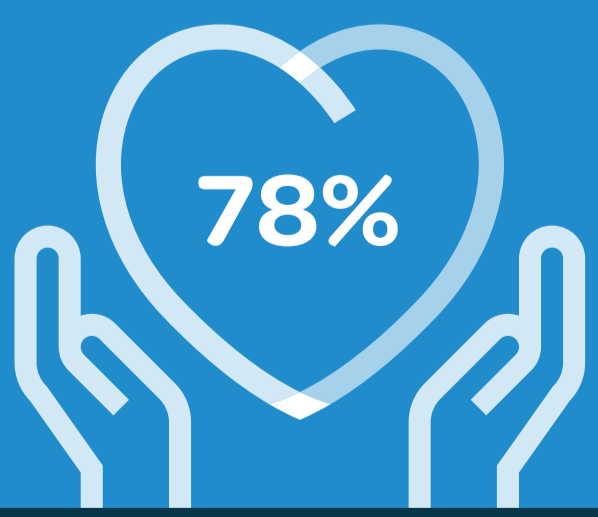


What gifts do people want?

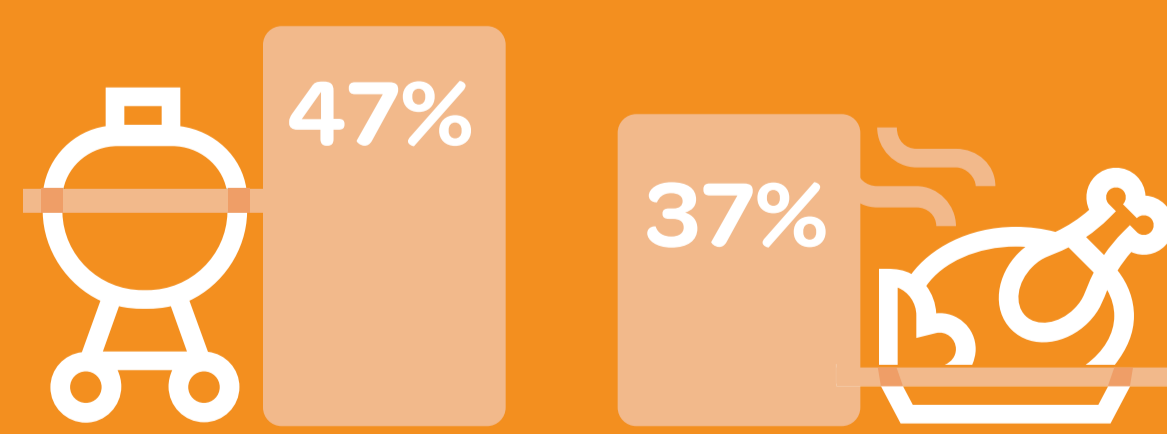
- 34% money
- 26% vouchers
- 6% don't want anything



South Africa's favourite way to celebrate the festive season is spending time with loved ones



Having a braai is 10% more popular than a traditional roast meal



Over half of employed South Africans have a work year-end function

