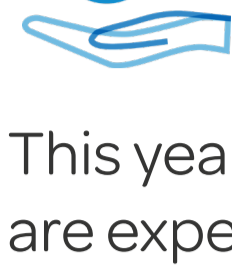


South Africans expected to spend R252 billion this festive season

In November 2021, surveyed 6400 South Africans to understand how they plan to manage their finances over the festive season.

Budgeting & spending



This year, South Africans are expected to spend **R252 billion**



The average anticipated festive budget is **R6326**

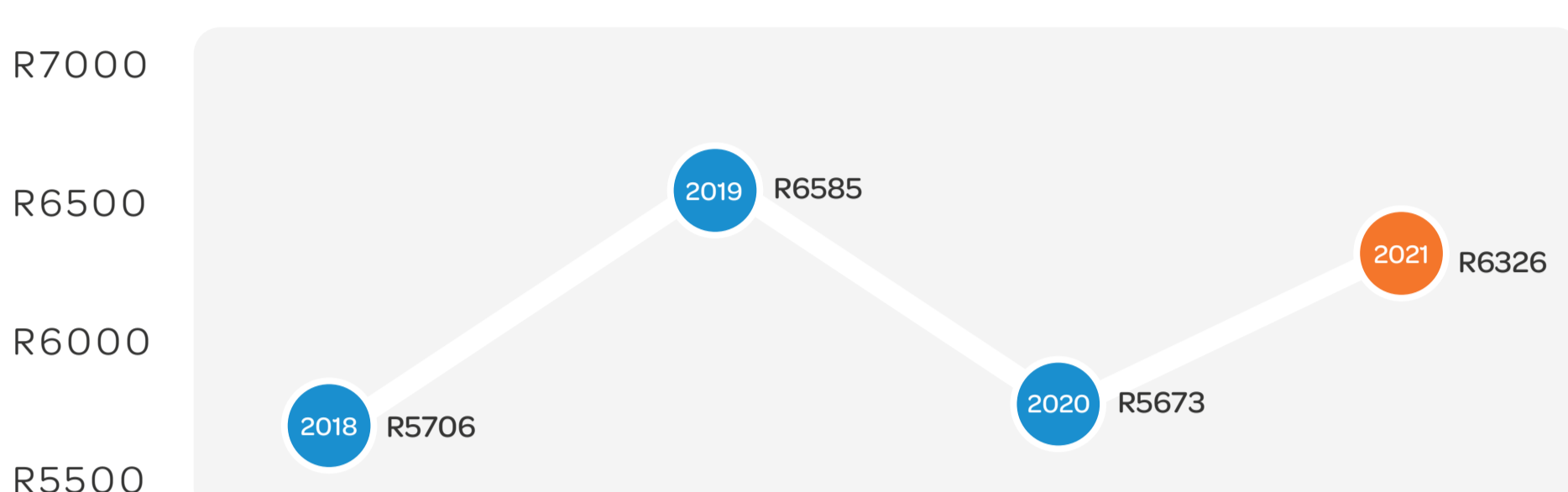


37% expect to spend more this festive season compared to 2020

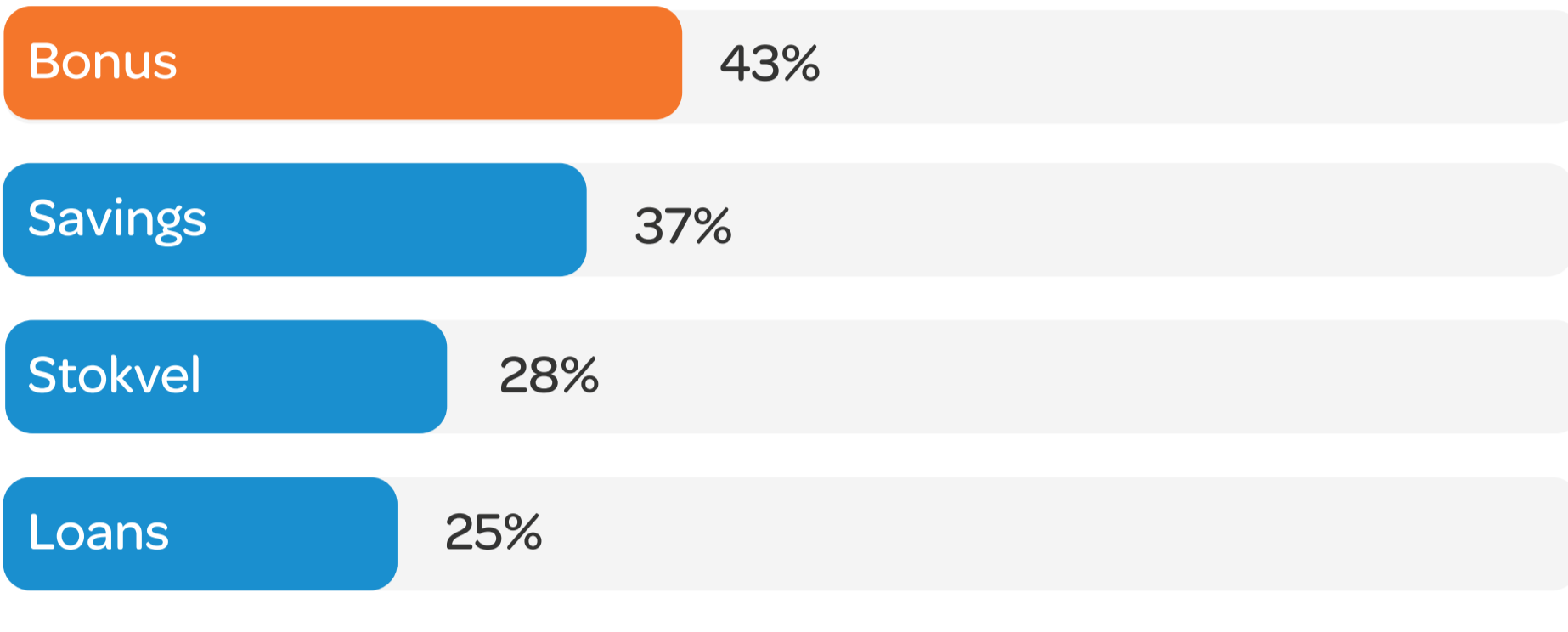


41% say they're better off financially than this time last year

How have festive budgets changed year-on-year?

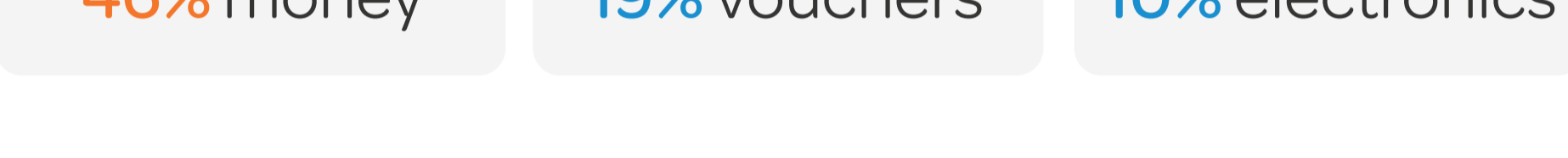


How do South Africans budget for the extra expense?

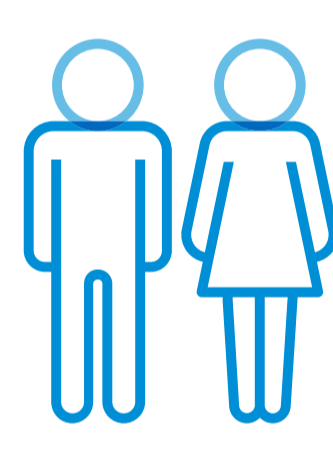


Gifting & shopping

What gifts do people want this Christmas?



Who are South Africans buying gifts for this festive season?



77%

Family



18%

Friends



21%

Themselves

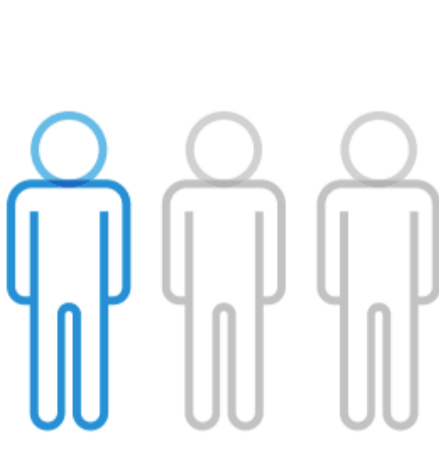


14%

No one

Travel & transport

Where do South Africans plan to travel over the holiday period?



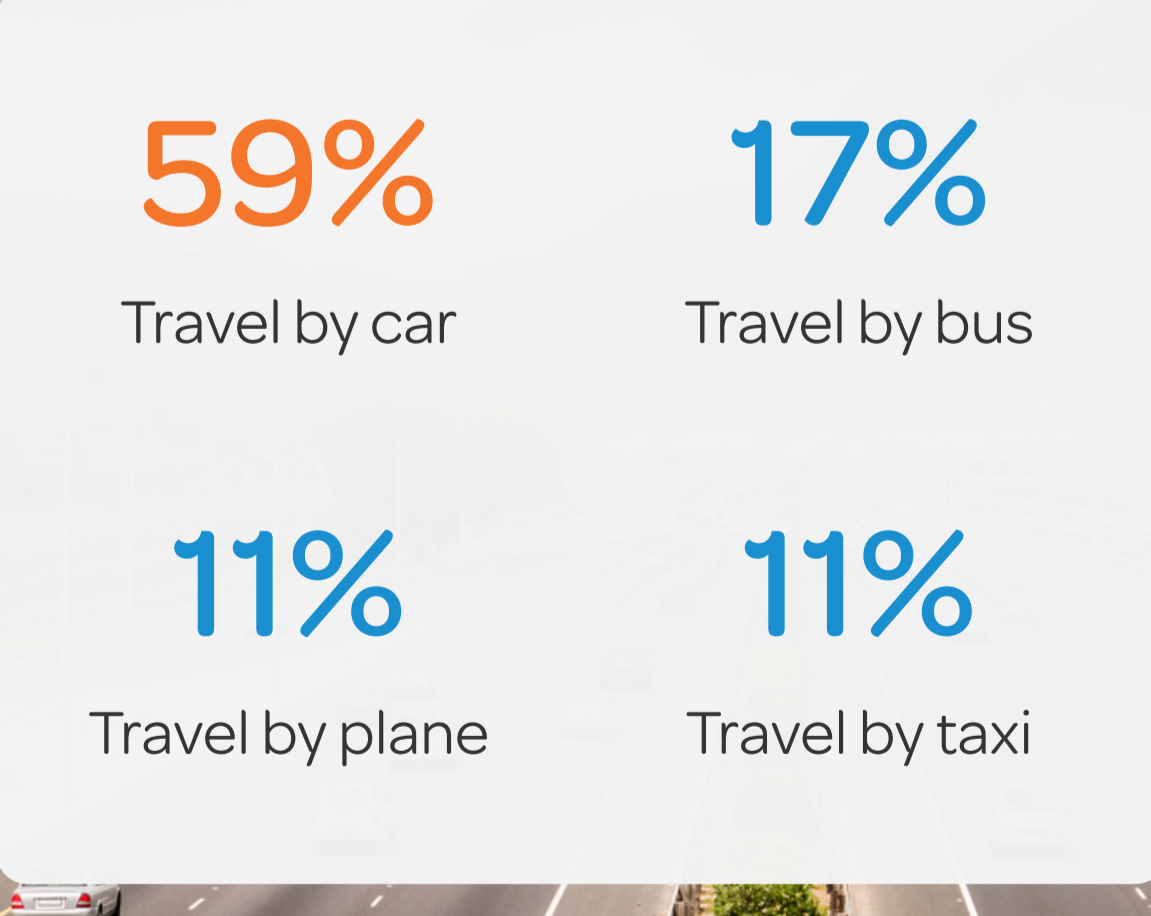
26% of South Africans plan to travel

Top reasons for not traveling

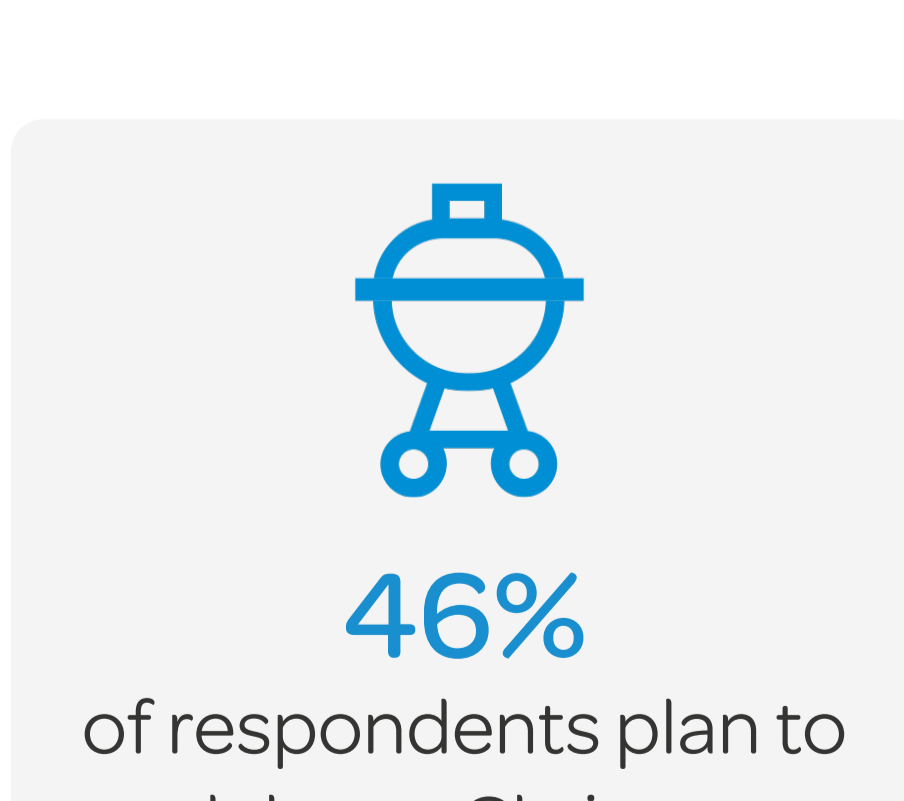
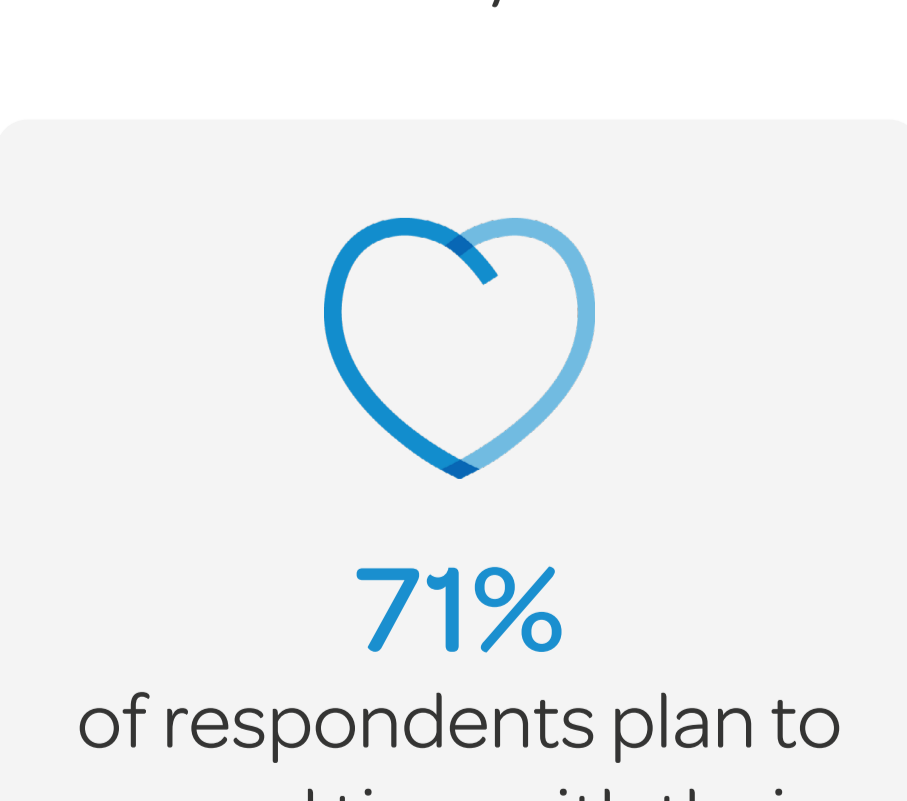
36% too expensive

22% have work commitments

12% due to COVID-19



How do South Africans plan to celebrate this year?



For more great research, be sure to visit insights.wonga.co.za

Notes:
Data collected November 2021. Population estimates collected from StatsSA.
Answers not totaling 100% were open-ended and multiple choice.