

# OPPORTUNITIES IN SOUTH AFRICA



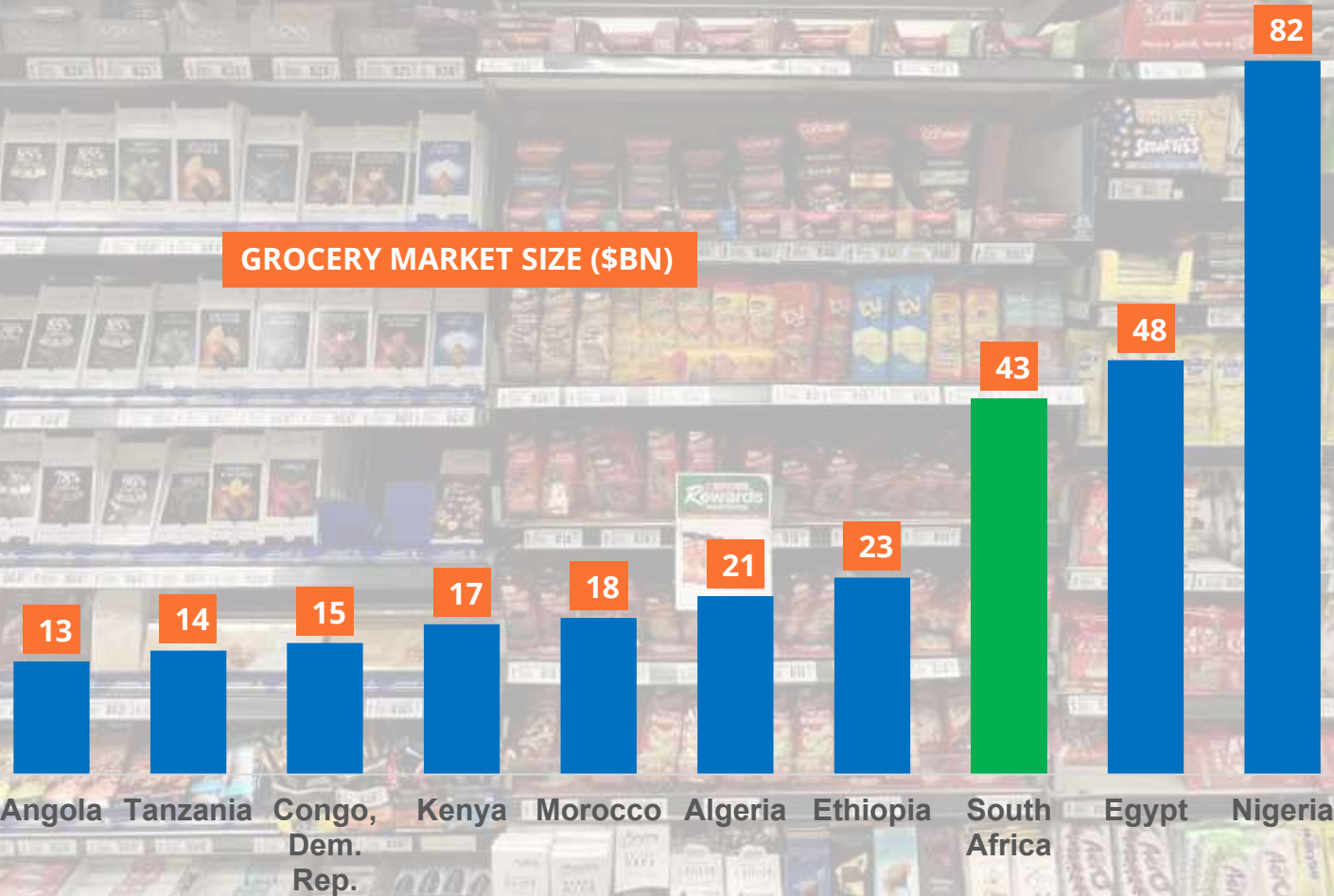
BEN LONGMAN, CEO  
TRENDTYPE



# 10 THINGS YOU NEED TO KNOW ABOUT SOUTH AFRICA

# THE 3RD LARGEST GROCERY MARKET IN AFRICA

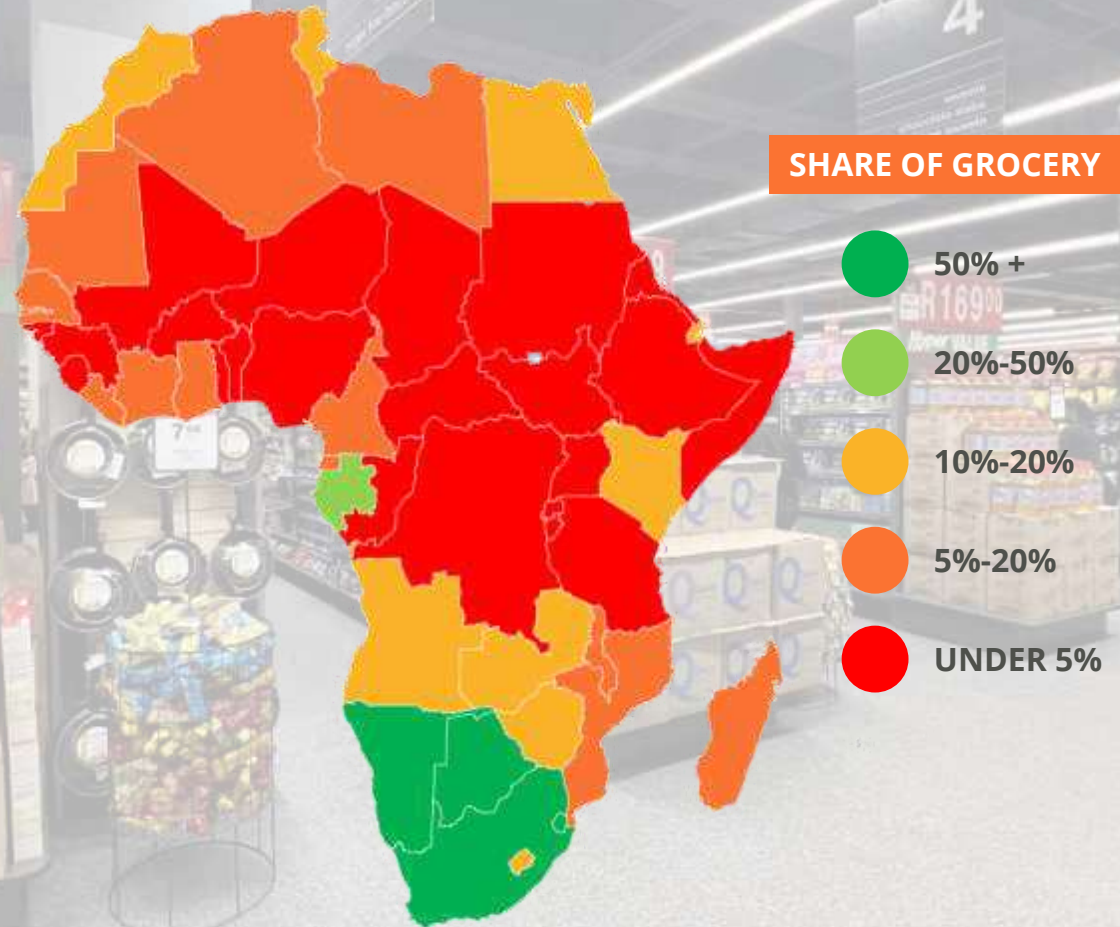
GROCERY MARKET SIZE (\$BN)



# THE MOST SOPHISTICATED MARKET IN AFRICA



# THE MOST DEVELOPED SUPERMARKET SECTOR



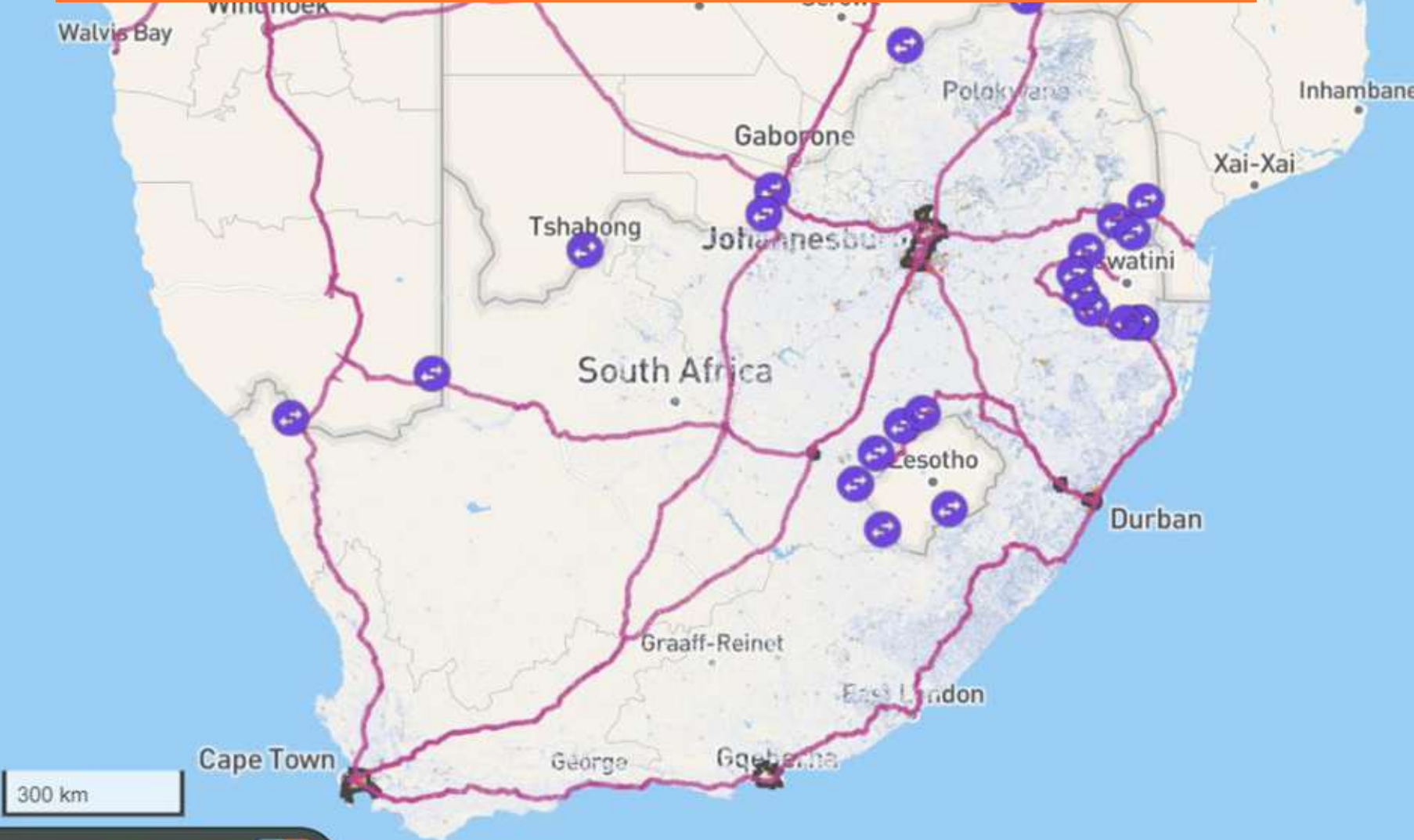
IT'S ACTUALLY TWO MARKETS



# THIS IS WHERE SPAZA SHOP OWNERS STOCK UP

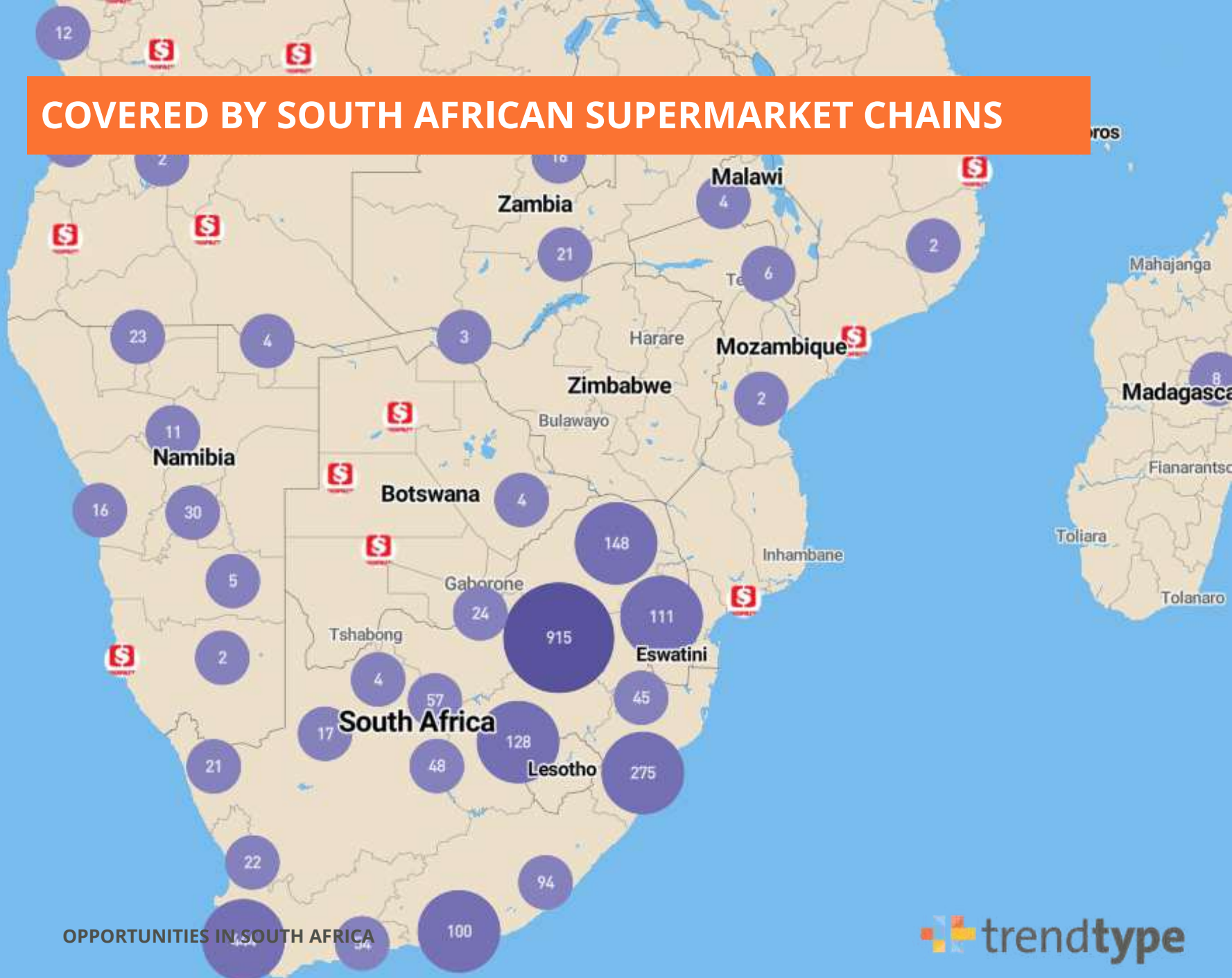


# THE GATEWAY TO SOUTHERN AFRICAN MARKETS





# COVERED BY SOUTH AFRICAN SUPERMARKET CHAINS



# IMPORTED PRODUCTS HAVE GOT MORE EXPENSIVE

## ZAR to EUR Chart -33.46% (10Y)

South African Rand to Euro

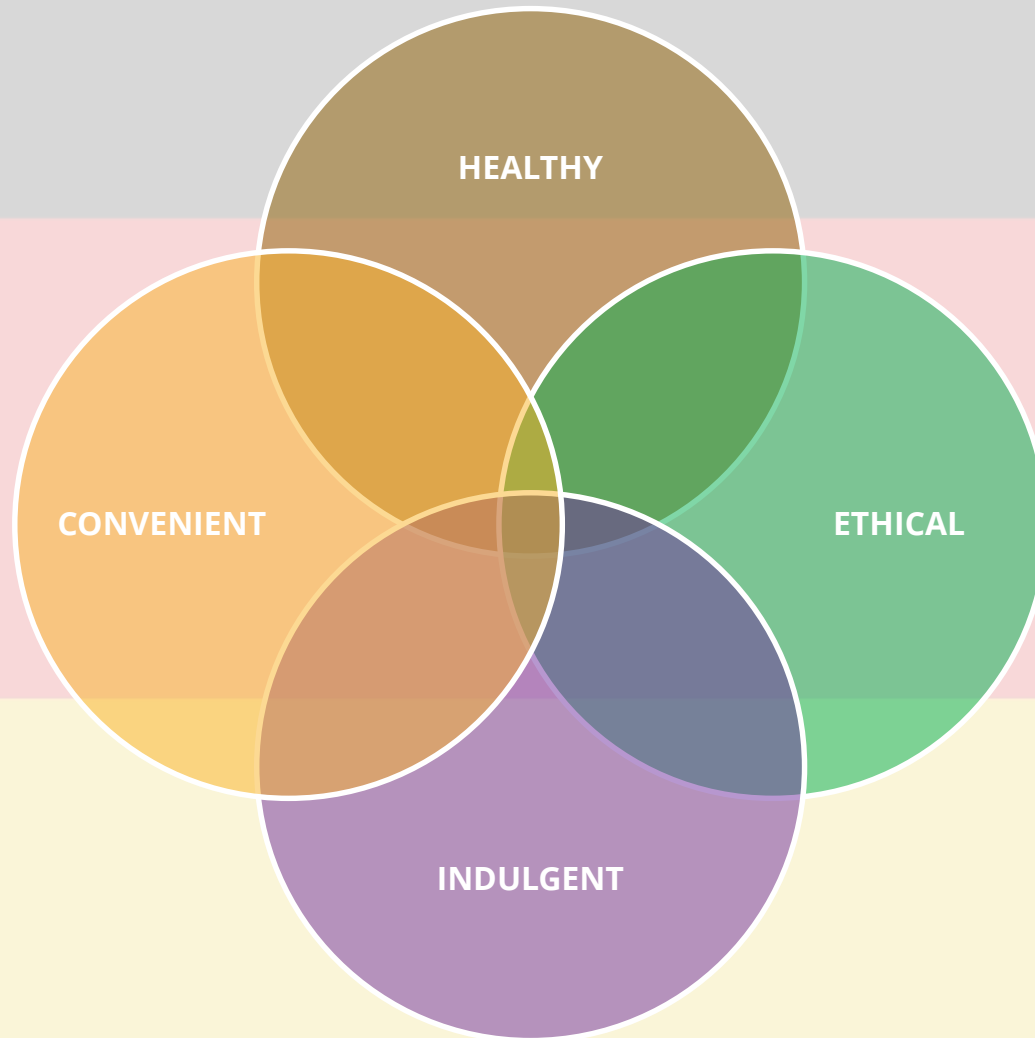
• 1 ZAR = 0.0495895 EUR Jun 9, 2023, 14:24 UTC



## A COST OF LIVING (AND LIVING STANDARDS) CRISIS

# ESKOM AND SOUTH AFRICA'S LOADSHEDDING CRISIS

# STILL A STRONG FIT FOR GERMAN EXPORTERS



# THANK YOU



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