

INSTITUTE RESEARCH LIBRARY

2023



An overview

Don't miss the latest
chapter in the rise of
SA's Black Middle Class

Black Middle Class **Report 2022**

#UCTBlackMiddleClassReport22. The report was launched at two live events and attended by 350 delegates as well as the media. KayaFM also broadcasted their morning show live from the launch.

South Africa's Black Middle Class is the country's fastest growing segment and it has changed considerably since the Institute's first Black Diamond study back in 2005.

Our latest study, The Black Middle Class Report 2022, reflects on these changes and reveals how SA's black middle class has grown into a much more complicated market with substantially diverse consumer expectations and preferences.

The report also explores:

- The impact of the COVID pandemic on both attitudes and behaviours
- Financial planning
- Retirement and aspirations for the future.

We also reveal the reasons why many marketers are struggling to connect with this lucrative and influential consumer base.

**This report is now available to purchasers
of the institute's 2023 library**

When purchasing the 2023 research library you **get access to:**

QUARTER 1 & 2:

Landscape Report 2023

Developments in Marketing Science - Vol 2(1)

Overview of the South African Consumer Landscape 2023

Research Archive including:

Black Middle Class Report 2022

Aspiration Report 2022

Consumers Unmasked 2021

Cocooned 2021

Top Million Households Report

Youth Report

Segment reports

The informal economy overview

African Lions (sub-Saharan middle class)

Roadshow versions of the last 10 years of reports

QUARTER 3 & 4:

Prime Time Report 2023

While there is often much discussion about South Africa's youth, a large portion of South Africa's spending power is held by those over 50 years old. In addition, as a country we are moving into a brand new phase whereby the first major wave of Black Middle Class will be entering retirement over the next two decades. This report will share the latest research into South Africa's 'Prime Time' segment.



COST To Access The Research

R39 000 (ex VAT) for 2023

Along with the research library, you will also get:

- Access to all the 2023 project launch presentations and reports.
- An internal presentation to your team of any research report (excl. any travel or accommodation expenses). Also available via digital conferencing.

Contact Kulsoem Roode for further payment related details (kulsoem.roode@uct.ac.za) or **James Lappeman** for further content related questions (j.lappeman@uct.ac.za).



Have you downloaded our textbook?



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ABOUT THE INSTITUTE

The Liberty Institute is based in the School of Management Studies at the University of Cape Town and is widely regarded as one of South Africa's leading marketing think-tanks. We were established in 2001 out of a recognition that the South African consumer landscape is unique and often bears only limited resemblance to both developed and developing markets in the rest of the world.

Our reports are based on robust market research and are widely used by a variety of local and international companies to inform strategy. We are supported by Liberty Holdings, one of Africa's leading financial services companies. Prior to 2019, our research was published under the banner of the UCT Unilever Institute. Additional funding is derived from the sale of research via nationwide roadshows, memberships, and in-house presentations. All revenues are directed towards current or future research projects.

OUR MISSION IS:

- To be an essential destination for South African consumer behaviour insights.
- To complete robust research initiatives that provide marketers with a big picture perspective on the ever changing South African consumer.
- To create relevant teaching material for the next generation of South African marketers.
- To publish our findings in order to push the agenda of localised African theory development.

Our research has been published in some of the top international marketing science journals including among others:

- The Journal of International Marketing
- The International Journal of Market Research
- The European Business Review
- Journal of Cleaner Production
- International Journal of Bank Marketing
- MethodsX
- Journal of Consumer Marketing
- Journal of Financial Services Marketing

Some testimonials from the Marketing community in South Africa:

"The Institute has been one of the most valuable consumer and people voices. The organization became the voice of the consumer and helped change and influence SA marketers understanding of marketing and people. From Stokvels to Black Diamonds, such great insightful research projects grounded on sound scientific methods yet insightful, stories well told and presented. For me personally the Institute gave me my very first taste of public presentation and it showed great trust and faith in me to present to thousands of audiences. For that too I will always be grateful."

Mzamo Masito (Chief Marketing Officer, Google Africa)

"The Institute has been the definitive go-to source for real insights into South Africa's changing socio-economic landscape. In study after study it has consistently managed to identify shifts in consumer dynamics that later become common cause. The identification (and quantification) of 'black diamonds' was one, the noting of the 'missing middle' another. It called the 'trust deficit' between consumers and the establishment before it was widely appreciated. It noted the role that grants had played in rearranging monthly expenditure patterns before marketers widely appreciated that BOP models failed to explain SA's reality. And so on. In short, the Institute has been and remains the most valuable strategic marketing partner to businesses in an ever changing South Africa."

Martin Neethling (Chief Marketing Officer, PepsiCo sub-Saharan Africa)



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