

# SA's top retailers for 2013

For the fifth consecutive year, Shoprite has been chosen as South Africa's favourite retailer as voted for by consumers in The Times Sowetan Retail Awards 2013. The survey was conducted by independent research agency TNS.



To provide greater insight into what drives South African consumerism, this year's TNS survey was extended to measure the influence of advertising in shaping brand loyalty and shopping habits, particularly when consumer-budgets are tight. Print inserts placed in newspapers were shown to be significant in converting consumers towards making purchases at stores they may previously have been unaware of, or neutral towards.

"Ultimately the power of conversion is what sets the winning retailers apart from its competitors. With the majority of consumers reading through newspaper inserts, and 36% taking them in-store, retailers have the power to broaden their sphere of influence and attracting new customers by investing in consumer reach," says Esmé Deken, Head of Market Intelligence at Times Media.

## Winners

Category	1st Place	2nd Place	3rd Place
Grand Prix Award	Shoprite	Pick n Pay	Edgars
Children and Baby clothing	Woolworths	Ackermans	Edgars
Women's clothing	Edgars	Woolworths	Truworths
Men's clothing	Edgars	Woolworths	Truworths
Liquor	Tops at Spar	Pick n Pay Liquor	Shoprite Liquor Shop
Health and beauty	Clicks	Dis-Chem	Medirite (Shoprite/Checkers)
Household appliances	Game	Makro	Shoprite
Furniture	Geen & Richards	Morkels	House & Home
Telecoms	MTN store	Vodacom shop	Pepcell
Wholesalers	Makro	Metro Cash & Carry and Metro Hyper	Kit Kat Cash & Carry
Jewellery	American Swiss	Stems	NWJ Fine Jewellery
Shoes	Spitz	Rage	Nine West
Specialist sports and outdoor	Totalsports	Mr Price Sports	Sportmans Warehouse
Electronic, computer and gadget	Hi-Fi Corporation	Incredible Connection	Dion Wired
Entertainment	Musica	Look & Listen	Top CD
Home accessories and décor	Sheet Street	Woolworths	Mr Price Home
Hardware and building	Cashbuild	Build It	Timbercity
Tyre and autofitment centres	Tiger Wheel and Tyre	Supaquick	Kwik-Fit
Eastern Cape shopping malls	Greenacres (incl The Bridge and Shoprite Mall)	Hemingways Mall	Vincent Park Shopping Centre
Western Cape shopping malls	Victoria & Albert Waterfront	Canal Walk	Cavendish
Gauteng shopping malls	Menlyn Park Shopping Centre	East Rand Mall & Galleria	Eastgate Shopping Centre
Free State shopping malls	Mimosa Mall	Loch Logan Waterfront	
KwaZulu-Natal shopping malls	Gateway Theatre of Shopping	The Pavilion	Musgrave Centre
Top shopping centre	Menlyn Park Shopping Centre	East Rand Mall & Galleria	Eastgate Shopping Centre
Supermarkets & Hypermarkets - overall customer experience	Shoprite	Pick n Pay (Supermarket/Hypermarket/Family Store)	Spar/KwikSpar/Super Spar

## Notable changes

While many of the retailers retained their top positions in the 2013 survey, there were some interesting shifts in consumer activity.

Shoprite maintained its position as the top retailer in South Africa, winning the Overall Grand Prix. Once again Pick n Pay followed in second place, with Edgars in third. Shoprite also claimed the award for providing the best Overall Customer Experience in the Supermarket & Hypermarket category.

In the Telecoms sector, the MTN Store beat rival cellular network Vodacom Shop to secure first place. Menlyn Park Shopping Centre earned top spot as the favourite Gauteng Shopping Mall and was awarded Top Shopping Centre nationwide as well.

In the luxury purchase categories, American Swiss claimed first place among the Jewellery retailers out-shining Sterns. Hi Fi Corp moved into first place in the Electronic, Computer and Gadget category for the first time while Musica took top spot in the Entertainment category.

Sheet Street trumped major retailer Mr Price Home in the Home Accessory and Décor category pushing them down to third position. Woolworths shifted up into second place.

In the specialist furniture store category, Geen & Richards retained their first position, followed by Morkels who climbed from third place last year. House & Home, previously in ninth position, took a giant leap into third spot in 2013.

## Consumer insight

Trevor Ormerod, GM for Advertising Sales and Strategic Communications at Times Media says that "the results of The Times Sowetan Retail Awards Survey continue to increase retailers' insights into their market."

"Overall, newspaper adverts were found to have the greatest value of any medium when planning grocery, clothing, furniture and appliance shopping," confirms Deken adding that, "it wouldn't hurt South African retailers to invest in conversion tactics that will position them favourably with consumers."