

Youth Brands Survey launches on 22 November

The 2015 Ask Africa Youth Brands Survey will be revealed in *The Sunday Sun* on 22 November 2015. The survey will reveal which brands and products South African youth use loyally and offer insights into their consumer behaviour.



Image via [123RF](#)

Considering that 51% of the South African population is under 34, knowing which brands resonate with South Africa's youth and why is very important for marketers. The South African youth are growing up in a very different consumer landscape to their parents and the demands that they make on brands is unique to their generation.

"Youth brands rise above the clutter and resonate with South Africa's youth. These brands are used loyally amongst those aged 15-34, irrespective of background and living standard. Ask Afrika looks at what the winning brands are getting right when targeting the youth market," says Maria Petousis, TGI Director at Ask Afrika.

Ask Afrika will rank the top 21 Youth Brands across 72 product categories, as well as winners. The top-line insights will be revealed with the results and rankings. This will include an exploration into age segments within this target group.

The survey had a sample of 8374 youth consumers and the represents the views of 11,952,000 youth living in South Africa. Face-to-face interviews were done. The results were audited to make sure everything is correct by an external company BDO and sampling expert, Dr Neethling, was asked to check all results and weightings.