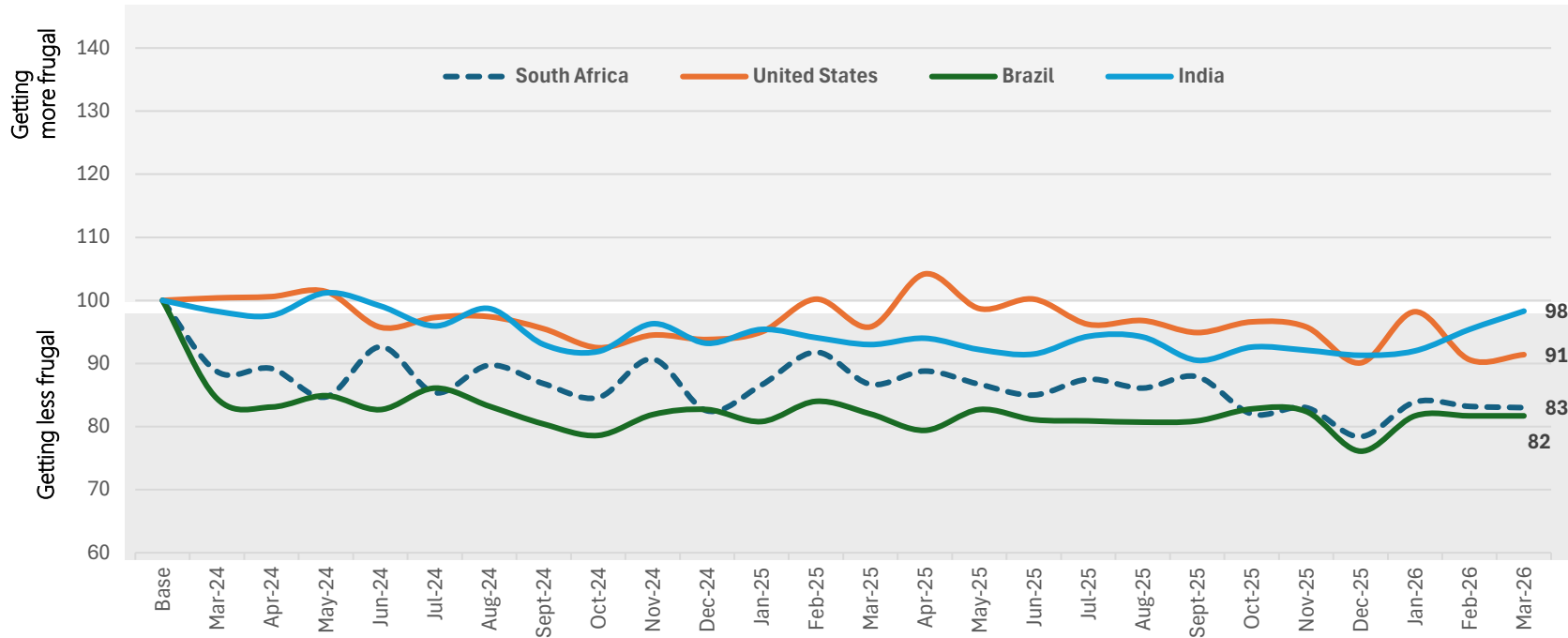


FOOD FRUGALITY INDEX (FFI)

Food Frugality Index, Base/September 2022=100



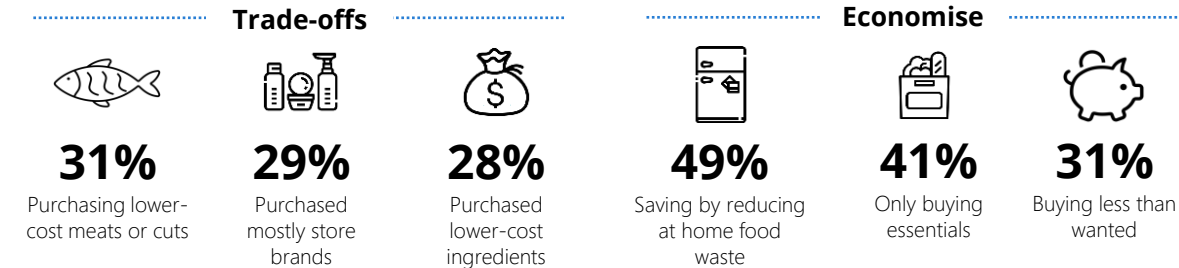
The FFI data for South Africa reveal that consumers are consistently more frugal in their food purchasing habits than those in other tracked countries, with the index remaining below the baseline level. This indicates a strong emphasis on cost-saving strategies, such as choosing lower-cost meats, opting for store brands, and prioritising essential items, along with actively reducing food waste.

Current geopolitical tensions may accelerate this trend, as global economic uncertainty can lead to volatility in commodity prices, including food and fuel. For South African consumers, this situation could exert additional pressure on household budgets, particularly if global supply chains are disrupted or if inflation rises due to higher import costs. As a result, South Africans are likely to become even more frugal, which could further intensify behaviours such as purchasing cheaper ingredients, limiting discretionary food purchases, and economising wherever possible.

Everyone needs to eat, but food is becoming less affordable for some.

The Deloitte Food Frugality Index (FFI) is a monthly, proprietary measure of behaviours associated with financial stress at the grocery store—and how they may be shaping the way consumers shop for food.

Underlying Food Frugality Index Behaviours



Note:

Deloitte's Food Frugality Index measures longitudinal change in the percent of respondents engaging in the six cost-saving grocery behaviours featured.

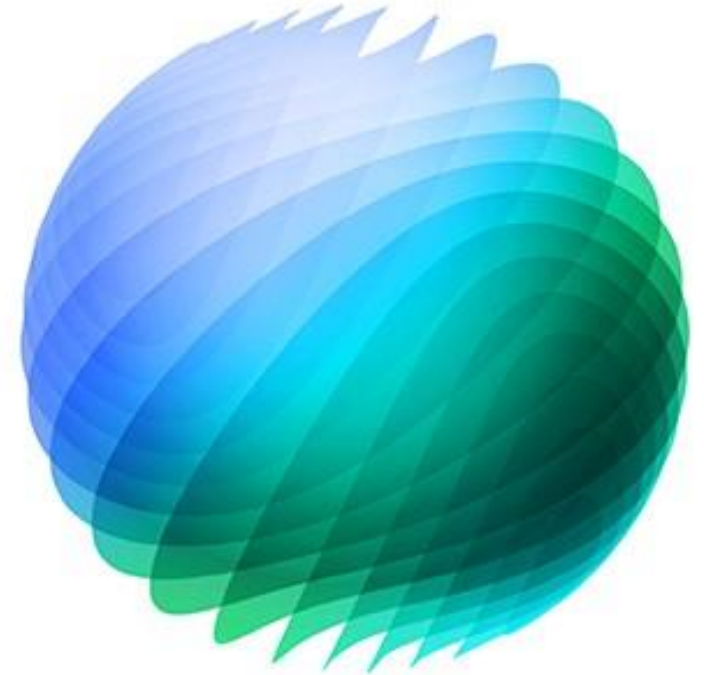


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