

All South Africans are living better than before



By Erik du Plessis and Neil Higgs

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South Africans have a better lifestyle than what they had 10 years ago! Media reports fuelling the general sympathy does not even mention this fact, which should be the basis of all business strategies...



We specifically look at the SA market in 1997 (three years after the birth of the New South Africa), 2003 and 2013.

To keep things comparable we will use the LSM calculation that was determined in 1993 to classify people into LSM segments. This way we are keeping the criteria for comparison constant...

Image source: [SA Marketing Magazine](#)

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ABOUT ERIK DU PLESSIS AND NEIL HIGGS

Erik and Neil are the 'old folk' of marketing, with a mountain of experience between them. They love watching brands grow, have seen brands die and have consulted with nearly every major brand in SA at some stage. They have published papers in accredited journals, won awards and are honorary members of AMASA and SAMRA. They've also talked at major international conferences as well as local keynote talks on the state of the market.

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