



STUDENT SPEND REPORT 2019

#STUDENTSPEND19

**STUDENT
VILLAGE**



CO.ZA

**WHERE
IT'S AT**

THE 411

**WHO ARE
THEY**

**WHERE
THEY
SPEND**

**ARE THEY
SAVING**

**ONLINE
HAS SHOT
UP**

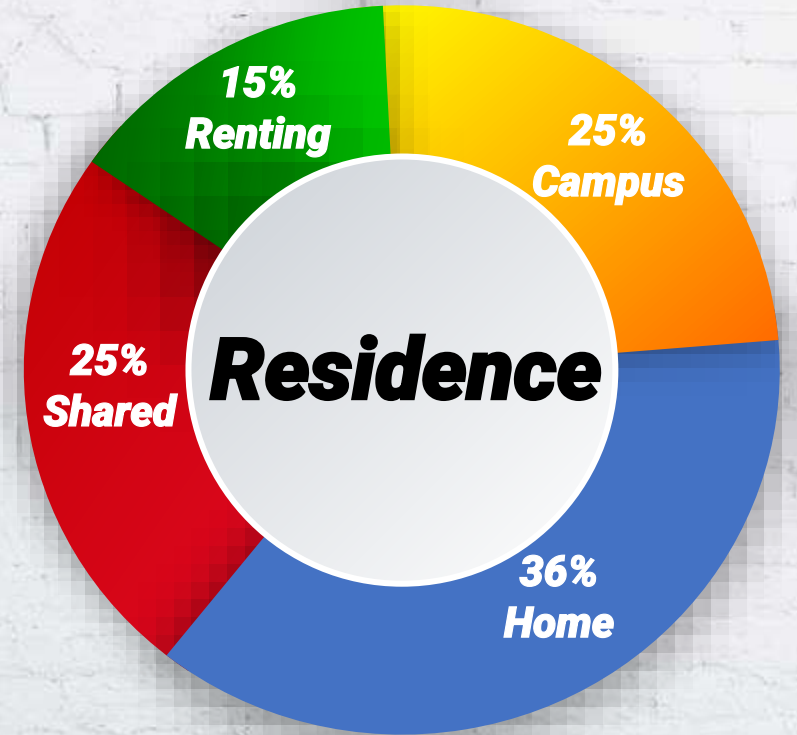
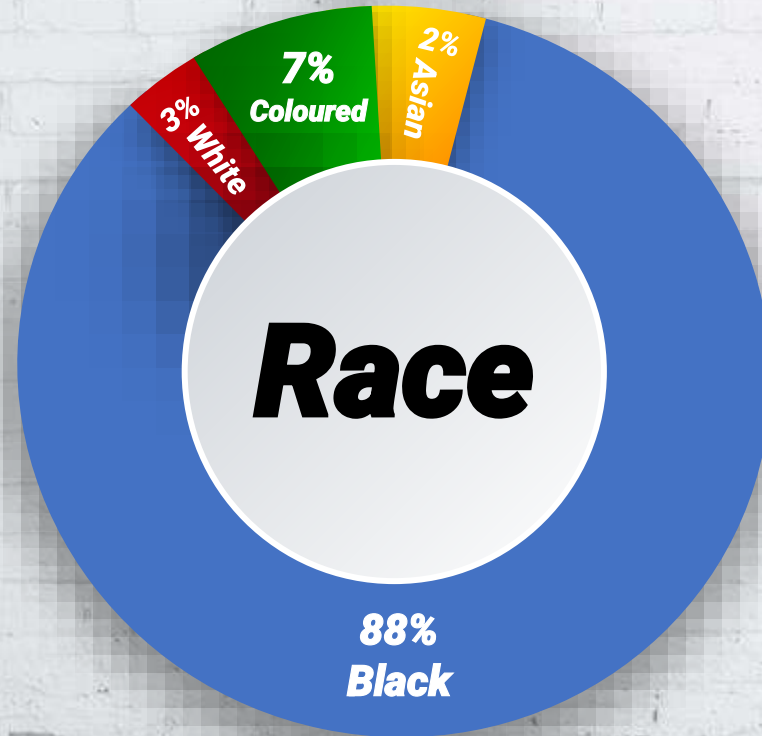
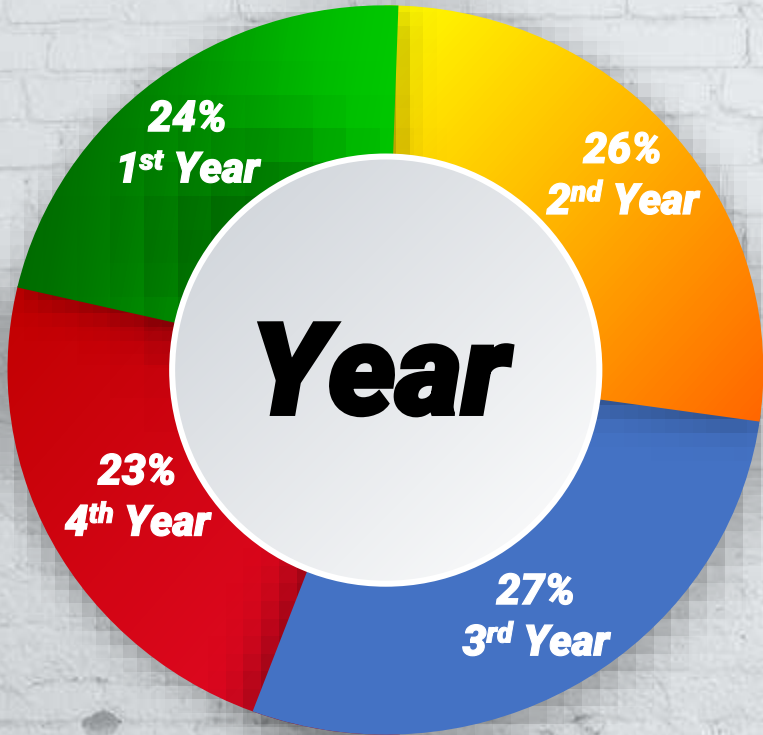
**DEBT IS A
REAL
THING**



3175 Students



40+ Campuses



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I'M AN INFLUENCER TOO

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STUDENT VILLAGE  **CO.2/A** **WHERE IT'S AT**

LIFE = MONEY
MONEY = LIFE

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**ME FIRST
THEN WE**

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100%

FAKE

ALLERGY



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CEO OF MY DREAMS



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**MY FEED IS
MY REALITY**

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**I'M WOKE AND
BESPOKE**

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SPEND

SALE

SALE

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STUDENT VILLAGE  CO.ZA 

2017

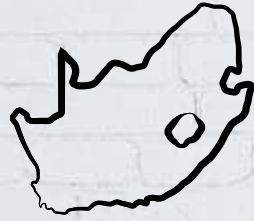
R 2,714_{pm}

R 32,568

2019

R 2,944_{pm}

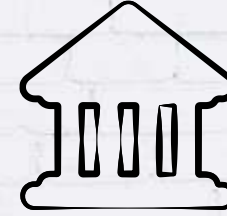
R 35,328



POPULATION:
58 million

COMBINED ANNUAL SPEND:
R1.89 trillion

AVERAGE INDIVIDUAL SPEND:
R32 586 per annum



POPULATION:
985 000

COMBINED ANNUAL SPEND:
R35 billion

AVERAGE INDIVIDUAL SPEND:
R35 328 per annum

SOURCES



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Parents 79%

Work 31%

Bursary 29%

Own Business 17%



INVESTING IN ME

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SAVING

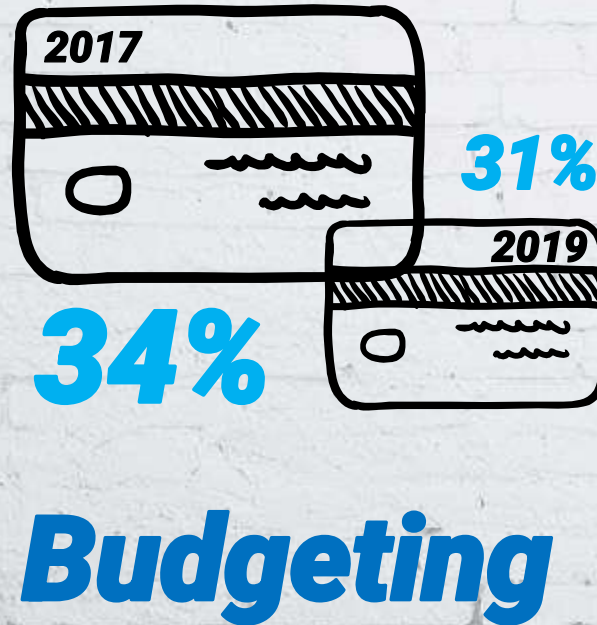
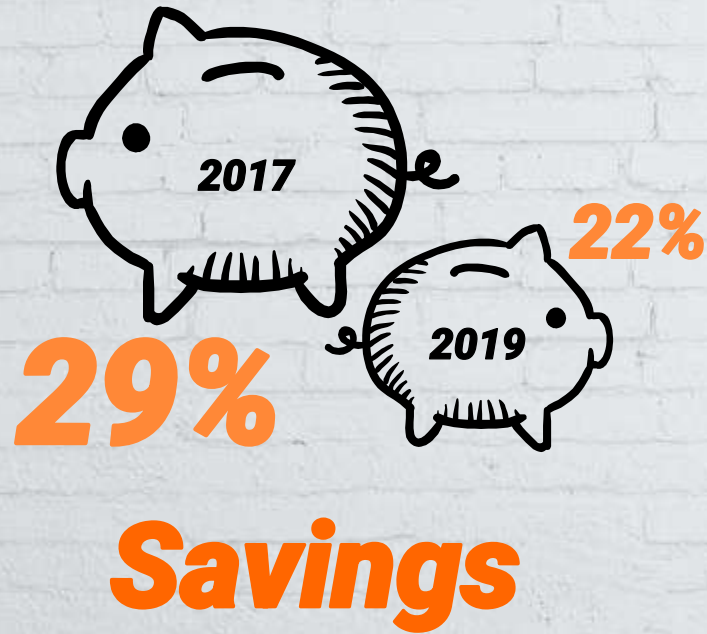


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21% of students are
saving 50% - 60% of
their income

R 35 Billion

Students Want To **Learn** More About





WHERE DO I SPEND MY MONEY

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Rent
R 2417



Food & Groceries
R 705



Car Payments
R 2498



Clothing & Footwear
R 577



Motor Insurance
R 948



Fuel
R 783



Medical & Health
R 781



Entertainment
R 312



Pay TV & Streaming
R 246



Alcohol
R 252



Extra Tuition
R 960



Housing Services
R 463



Stationery & Supplies
R 227



Jewelry & Watches
R 285



Home Insurance
R 547



Airtime and Data
R 276



Public Transport
R 378



Software & Gaming
R 506



Takeaways
R 269



Books Magazines & Newspapers
R 200



Toiletries & Cosmetics
R 234



Gifting
R 274



Recreational & Sports Equipment
R 377



Hair, Beauty & Grooming
R 182



Cigarettes & Tobacco
R 160



Music
R 81



Contraception
R 96



Data
R 153



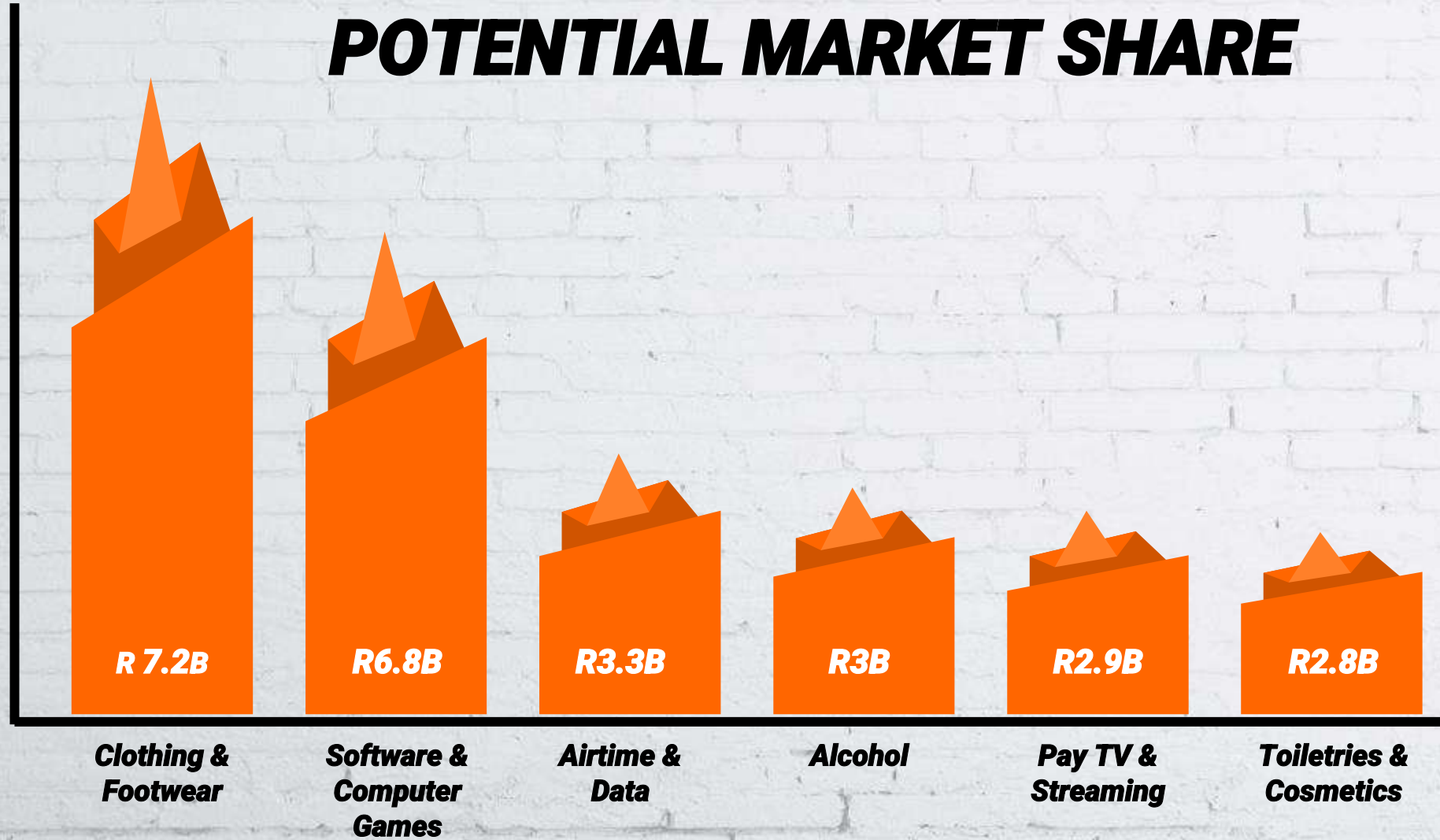
Laundry
R 114



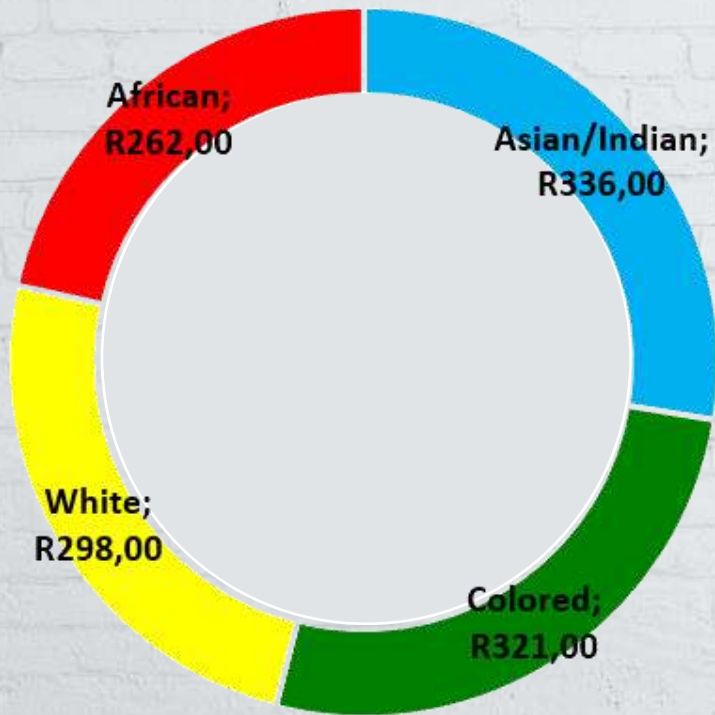
Photocopying, Printing & Fax
R 72

POTENTIAL MARKET SHARE

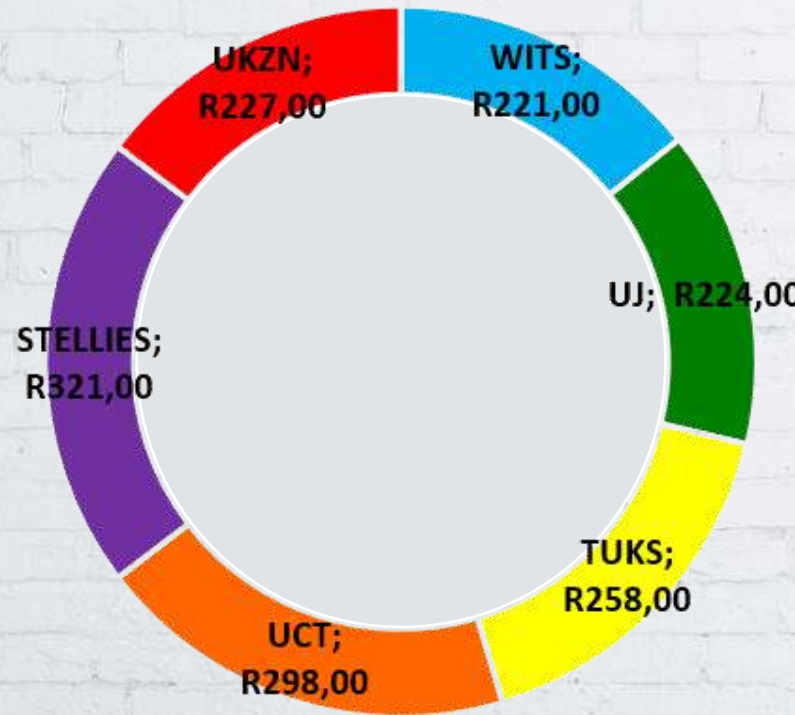
**Rand
(Billion)**



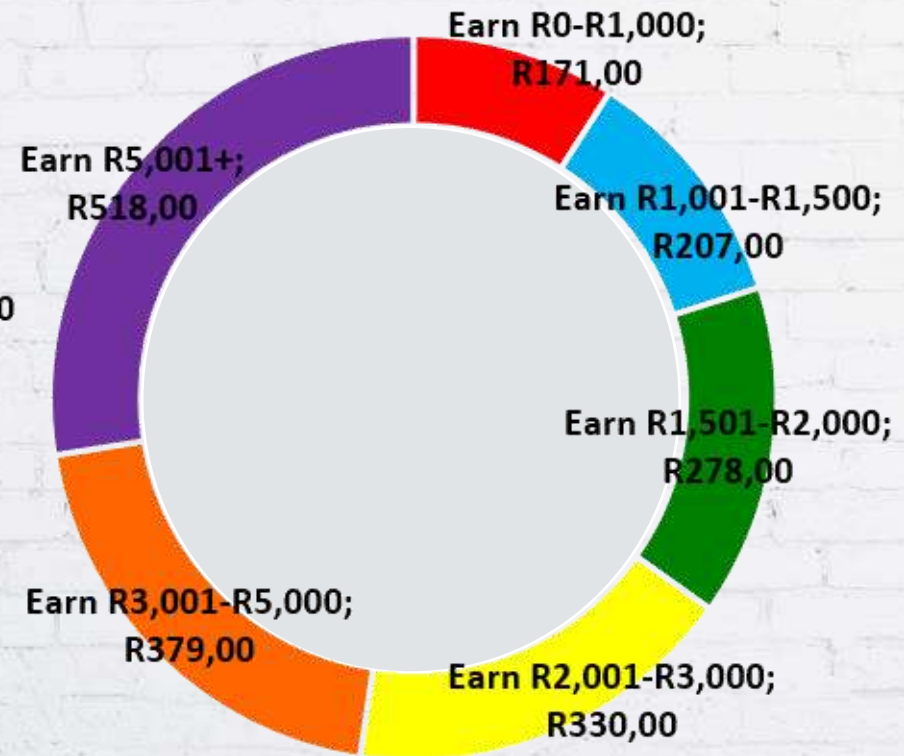
SPEND SPECIFIC TO TAKEAWAY FOOD



**MONTHLY SPEND
PER RACE**



**MONTHLY SPEND
PER MAJOR UNIVERSITY**



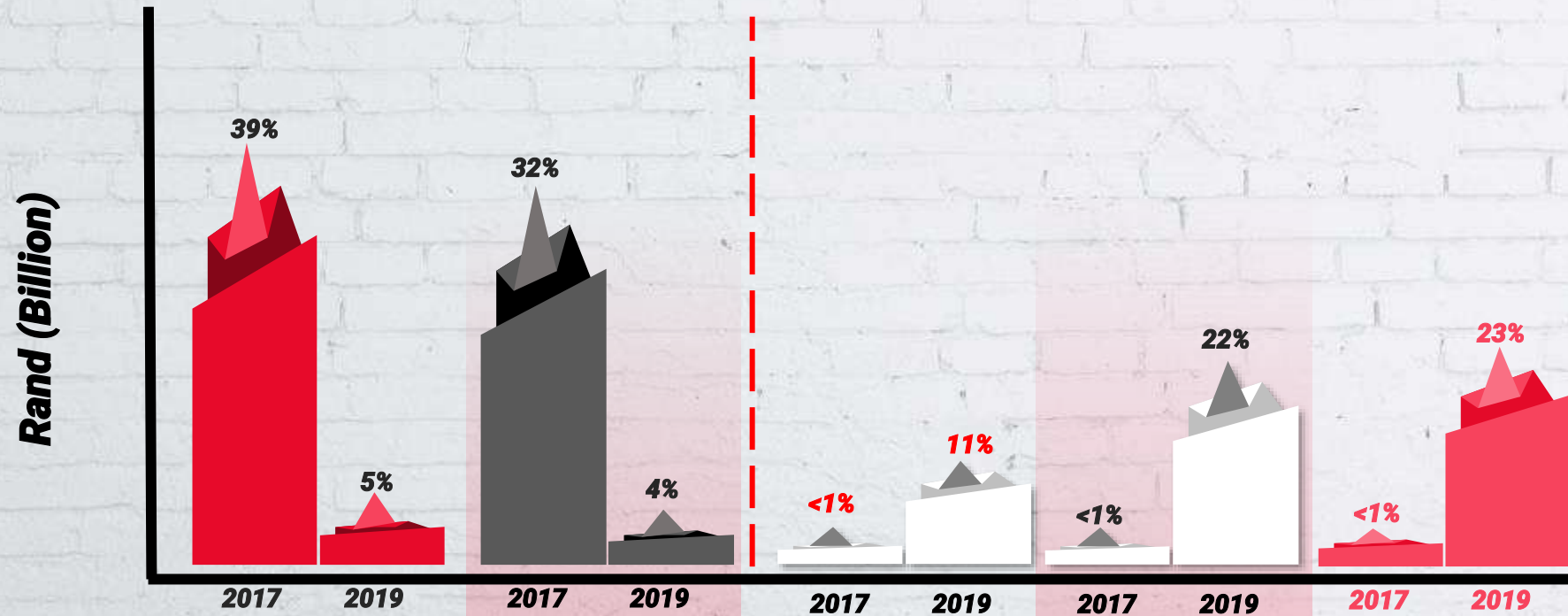
**MONTHLY SPEND
PER STUDENT INCOME GROUP**

A photograph of a clothing store rack filled with garments on wooden hangers. The rack is in the foreground, and the background is a blurred street scene with people walking, suggesting a busy retail environment. The word "RETAIL" is overlaid in a large, bold, black font, enclosed within a hand-drawn orange oval.

RETAIL

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Retail



HANDSETS



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HUAWEI

SAMSUNG

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STUDENT VILLAGE  **CO.ZA** **WHERE IT'S AT**

36%

2019

27%

49%

2017

15%

SAMSUNG



HUAWEI

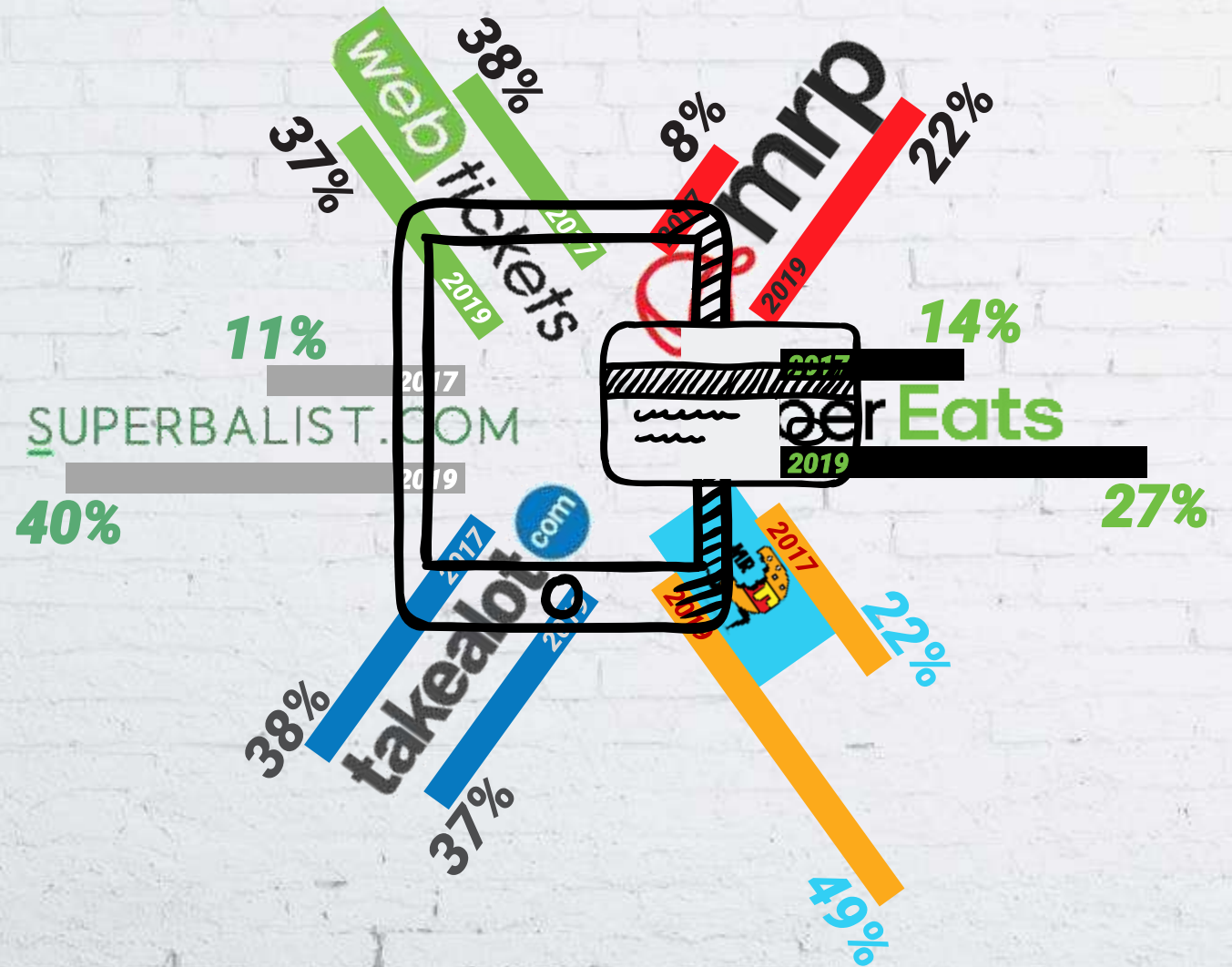




ONLINE

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ONLINE Shopping



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UNTIL DEBT
TEAR US APART

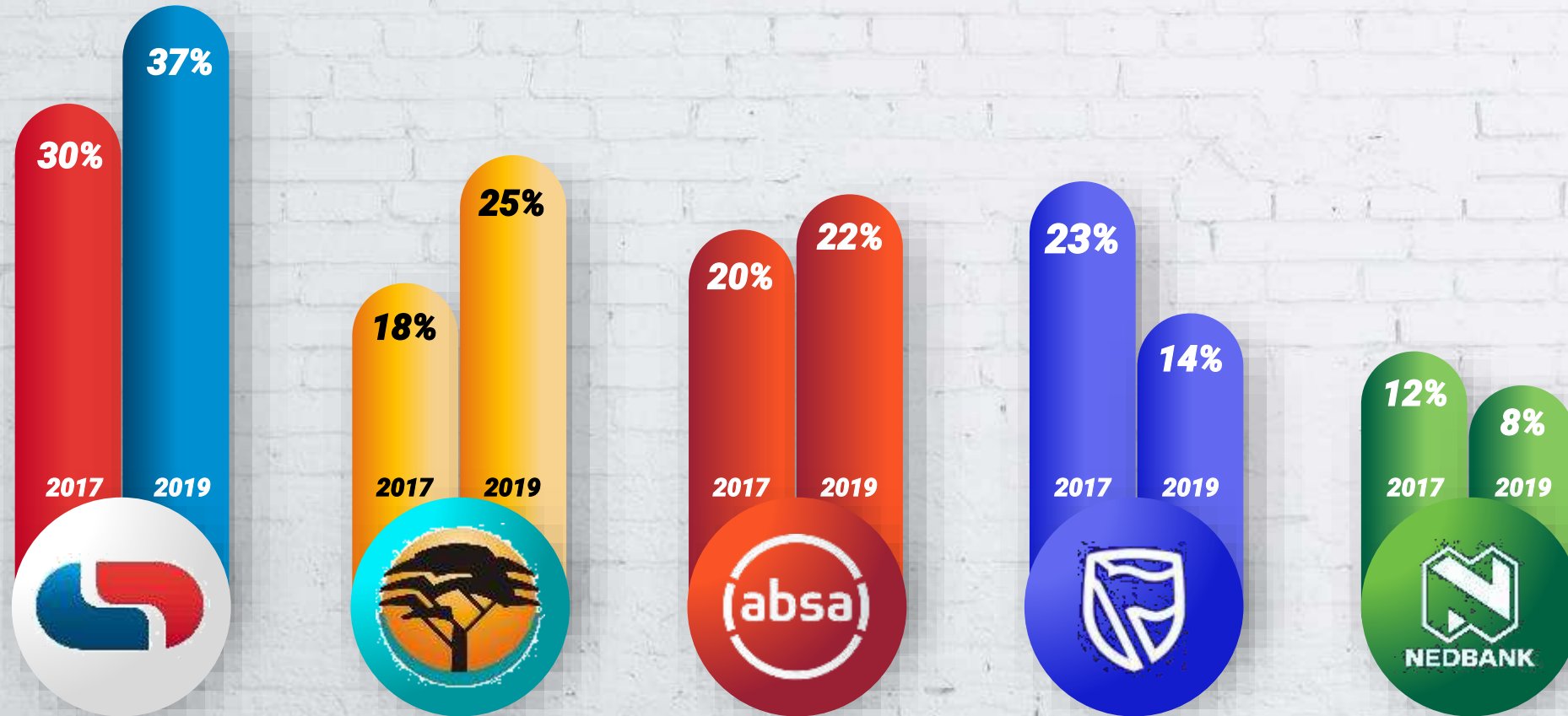
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CREDIT CARDS

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Credit Card Holders



10 **KEY** TAKEAWAYS

- **TOUGHER TIMES BUT STUDENTS ARE STILL SPENDING MORE THAN EVER**
 - **STUDENTS ARE DOUBLING SAVING TO INVEST IN THEMSELVES**
 - **AVERSION TO DEBT THUS THERE ARE LESS CREDIT CARDS**
- **PARENTS UNDER MOST STRESS IN ECONOMY LEADING THEM TO BE MORE RESOURCEFUL**
- **NOT JUST IN FOR GIG ECONOMY , BUT IN IT TO BUILD WEALTH AND SAVING MORE**
- **NOT JUST BRAND ME. IT'S BRAND ME , THEN WE (COLLABORATION WHEN IT COMES TO MAKING WEALTH)**
 - **ROLE INFLUENCERS PAY IN PURCHASING DECISIONS**
 - **IF U NOT IN MY FEED YOU DON'T EXIST**
 - **SPENDING ONLINE**
 - **BESPOKE GENERATION - EVERYTHING TAILORED**

THANK YOU.

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