Kenya 2019

December Holiday Retail Survey

| Shoppers Christmas Wishes

retrak
Retail Trade Association of Kenya

Viffa Consult

With the December 2019 festive season fast approaching, retailers in Kenya are planning accordingly to ensure they maximize on sales.

The Kenyan private sector has experienced yet another tough year with at least **15** listed companies issuing profits warning followed by layoffs of over **1700 employees** with SMEs continuing to struggle despite accounting over **80% of new jobs** created in the economy according to 2019 economic survey by the Kenya national bureau of statistics.

The ripple effect of a struggling economy is a net reduction in disposable income leading to budget cuts at household level.

Viffa Consult in collaboration with **Retail Trade Association of Kenya (RETRAK)** seeks to explore Kenyan consumer sentiments and planned shopping behavior to understand what consumers seek in the upcoming holiday season.

Survey Results

State of Economy

Not Bad 20%

Very Tough 45%

Tough 35%
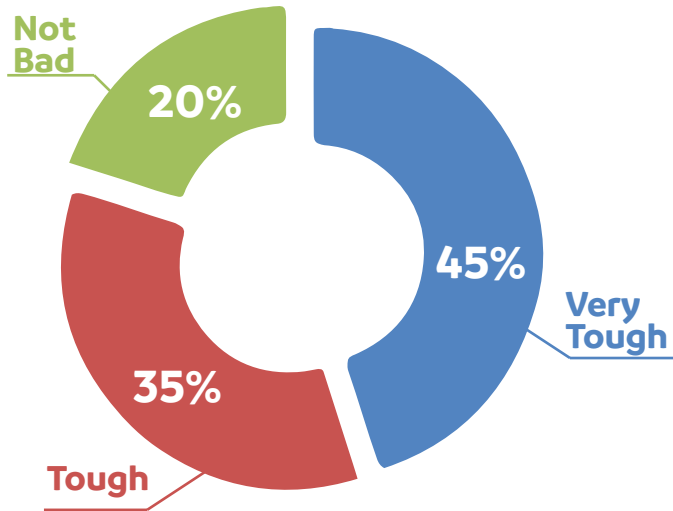
Gross Salary Distribution (Ksh)

Salary Scale	Proportion
1-10,000	23%
11,000-50,00	25%
51,000-100,000	35%
101,000-500,000	15%
Over 500,000	2%

Projected December Spending (Ksh)

| Amount	Proportion
1-5,000	5%
5,001-30,000	55%
31,000-100,000	25%
101,000-250,000	10%
251,000-500,000	5%

Top 10 Holiday Purchases

1. Food and Drinks
2. Clothes
3. Travel and Accomodation
4. Toiletries
5. Personal Effects
6. Books and Stationary
7. Electronics
8. Kids toys
9. Kitcheware
10. Furniture

Purchase Insight

All income categores indicated purchase of food and drinks as well as clothes.

Respondents aged **below 40 years** constituted over **70%** of those who wished to purchase electronics.

Respondents of income groups of **over Ksh. 30,000** constituted **over 40%** of those who wished to travel with income group of **over 100,000 Ksh.** constituting **98%** of those indicating travel outside Kenya.

70%
wish to purchase electronics

>Ksh. 30,000
INCOME
GROUP

40%

>Ksh. 100,000
INCOME
GROUP
TO TRAVEL OUTSIDE
KENYA

98%
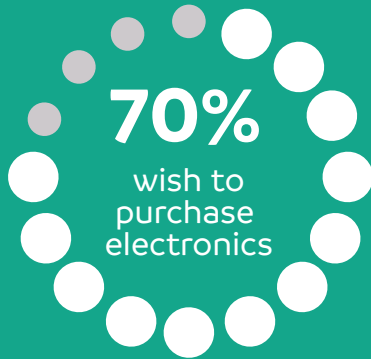
Factors Influencing Purchasing Decision

Price Discount

Product Quality
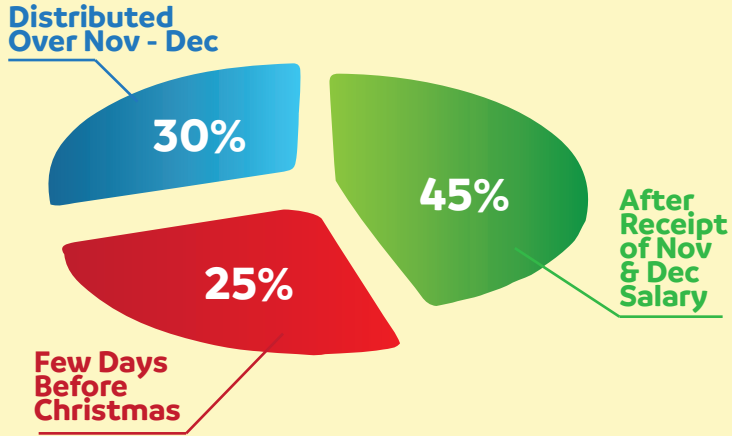
Convenience

Product Variety

Source of Holiday Shopping Research

1. Social media sites
2. Window shopping
3. Online retailers
4. Retailer's website and App
5. Mass media (TV and Radio)
6. Web search engines
7. Print media (Newspaper)

Research Insight

Respondents aged 30 Years and below constituted over 50% of respondents who used new media (Social media, Retailer's website and Web search engines).
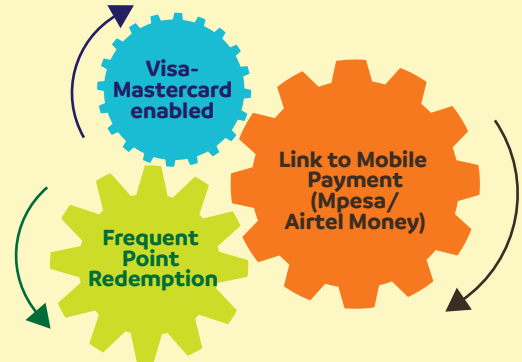
Frequency of Holiday Shopping

Distributed Over Nov - Dec
30%

Few Days Before Christmas
25%

45%
After Receipt of Nov & Dec Salary

Reaction to Advertisement through Bulk SMS

65% Annoying

15% Not Sure

20% Apperaling

Proposed Loyalty Card Optimization

Visa-Mastercard enabled

Link to Mobile Payment (Mpesa/ Airtel Money)

Frequent Point Redemption

Viffa Consult

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