

Favourite retailers revealed, Shoprite takes Grand Prix

Now in its fifth year, *The Times Sowetan* Retail Awards have selected South Africa's top retailers from extensive consumer research generated by TNS over a 12-month period. The results reveal where South Africans have chosen to buy their everyday and luxury items with a significant shift towards purchasing from wholesale retailers.



All the winners of The Times Sowetan Retail Awards

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"The last three years have seen a strong growth for wholesalers, with scores suggesting that these places have transformed the perceptions people have of them," notes Neil Higgs, head of innovation at TNS. "People are more aware of value, and are now more likely to change their retailer than before if that retailer does not perform - it is a tougher environment out there."

TNS surveyed 3000 people in metropolitan and 500 in non-metropolitan regions across South Africa to paint a representative view of opinions and choices. The survey evaluated overall brand familiarity, user experience, non-user perception and actual presence in the South African market. The combined results of these aspects delivered the winning retailers.

Trevor Ormerod, GM advertising sales & strategic communications, Times Media Group says of the commissioned survey, "Companies work hard to provide the best experience to their customers and this type of research allows our group to deliver significant and unique value-add to the retail industry, guiding businesses in becoming more effective."

New entries

Shoprite once again received the Grand Prix award as South Africa's top retailer, followed closely by Pick 'n Pay and Clicks in second and third spots respectively. New entries into the prestigious list of top ten retailers include Totalsports (5), Makro (8) and Game (10). Both Makro and Game have grown in popularity because of the product variety they offer, combined with the cost-saving benefits offered to consumers during what has been a tough economic period.

Results

Category	1st place	2nd place	3rd place
Children's and Baby's Clothing	Woolworths	Ackermans	Edgars
Women's Clothing	Edgars	Woolworths	Truworths
Men's Clothing	Edgars	Woolworths	Truworths
Liquor	Tops at Spar	Shoprite Liquor Shop	Pick n Pay Liquor
Health and Beauty	Clicks / Clicks Plus	Dischem	Pick n Pay Pharmacy
Household Appliances	Game	Makro	Hi-Fi Corporation
Furniture	Geen & Richards	Game	Morkels
Telecoms	Vodacom shop	MTN store	Pepcell
Gauteng Shopping malls	Maponya Mall	Menlyn Park Shopping Centre	Eastgate Shopping Centre

Shopping Centres (National)	Gateway Theatre of Shopping	Maponya Mall	Loch Logan Waterfront
Wholesalers	Makro	Metro Cash & Carry/ Hyper	Kit Kat Cash & Carry
Jewellery	Sterns	American Swiss	NWJ Fine Jewellery
Shoes	Spitz	Rage	Green Cross
Specialist Sports and Outdoor	Totalsports	The Cross Trainer	Sportsmans Warehouse
Electronic, Computer and Gadget	Game	Hi-Fi Corporation	Makro
Entertainment	Game	Musica	Makro
Home Accessories and Décor	Mr Price Home	Sheet Street	Woolworths
Hardware and Building	Cashbuild	Builders Warehouse	Build It
Tyre and Auto Fitment Centres	Tiger Wheel and Tyre	Supaquick	Speedy
Supermarkets & Hypermarkets - Overall Customer Experience	Shoprite	Pick 'n Pay (Supermarket/Hypermarket/ Family Store)	Spar/KwikSpar/Super Spar
Grand Prix	Shoprite	Pick n Pay	Clicks

Not awarded on the night...

Eastern Cape Shopping malls	Greenacres (incl The Bridge and Shoprite Mall)	Hemingways Mall	Moffet Retail Park
Free State Shopping malls	Loch Logan Waterfront	Mmosa Mall	
Western Cape Shopping malls	Canal Walk	Victoria & Alfred Waterfront	Cavendish
KwaZulu-Natal Shopping malls	Gateway Theatre of Shopping	The Pavilion	Musgrave Centre

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