

The state of independents - Play to win in the formal independent trade

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Contributing nearly a third of the South African FMCG market, the formal independent wholesale and retail channel remains an essential route into the informal retail market for FMCG suppliers and service providers. Due to the complexities of trading in the market and the competitive nature of formal independents, current information is vital to understand and stay abreast of shifting market dynamics.

Trade Intelligence's annual **Formal Independent Channel Report** provides suppliers with the tools and information needed to build winning route-to-market strategies and customer business plans. A preview of some insights from the report shows how dynamic this market is:



Formal Independent Channel Report

The **Formal Independent Channel Report** provides actionable insights to drive short to medium-term market gains for FMCG suppliers. Get an in-depth understanding of the market and its size, players, shoppers, marketing touchpoints and trends, as well as a playbook for each wholesale player and opportunities and considerations for suppliers.

Who will use this report?

- Route-to-market / go-to-market managers
- Wholesale service providers
- Trade marketing and channel managers

[CLICK HERE FOR MORE INFORMATION](#) or contact Shelley van Heerden to secure your spot:

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NEW! Wholesaler playbooks detailing the players – Build profitable long-term relationships!



ANNUAL REPORT

About Trade Intelligence

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