

PRESS RELEASE | 22 SEPTEMBER 2025 (EMBARGO: 10:00)

Results of the BER Retail Survey for 2025Q3

Enquiries: Nomvelo Moima | moima@sun.ac.za

RETAILER CONFIDENCE SIGNALS SLOWDOWN AT THE START OF 2025H2

The latest BER Retail Survey revealed that business confidence among **retailers** retreated to 32% in 2025Q3, down from 42% in Q2¹. This 10-point drop brings confidence back below the long-term average (40%) for the first time in a year and puts the latest reading at a similar level to those at the start of 2024. Despite this, overall profitability in the sector still remained relatively favourable, and most underlying activity indicators are at or close to their long-term averages.

Following five quarters of outperformance, **wholesalers'** confidence lost ground, declining from 50% to 38%. The business conditions of wholesalers ticked up, but remained just below the long-term average, signalling a challenging operating environment.

New vehicle dealer confidence improved by 12%pts to 54%, its highest level since 2022Q1. Sentiment brightened despite a slowdown in volume growth and a decline in business conditions. On balance, the motor trade survey indicates a favourable operating environment for new vehicle dealers but also appears to be signalling that activity has reached its peak and is likely to lose some steam going forward. This coincides with what is probably the end of the SARB's current interest rate cutting cycle.

KEY TAKEAWAYS

Over the past year, retailers' confidence has been much better than in the first half of 2024. However, it appears the pendulum is swinging in the opposite direction for the second half of 2025.

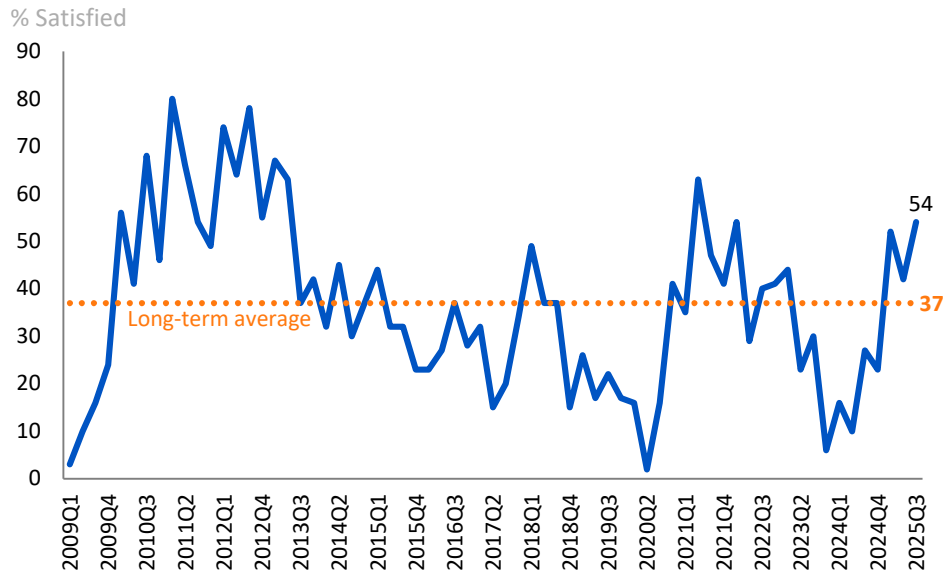
The BER's survey results suggest volume growth in the retail and wholesale sectors likely moderated during 2025Q3, pointing to a slowdown in the consumer demand environment. This is an expected outcome as many tailwinds to consumer spending over

¹ The fieldwork for the third quarter survey was conducted between 6 and 25 August 2025.

the last few months, two-pot withdrawals and low inflation are set to provide less support in the second half of 2025.

On the upside, new vehicle dealers and furniture retailers remain a bright spot amid an otherwise gloomy trade sector. This indicates some resilience prevailing in consumer spending, particularly from higher-income consumers.

Figure 1: New vehicle dealer confidence edges higher



Source: BER Retail Survey 2025Q3

END.