

SOUTH AFRICA

Total national household market \$135,825.8 million

Population 42.6 million

Households 6.8 million

BOP segment	Population			Annual expenditure		
	Total (millions)	Share (% of national)	Urban (% of segment)	Total (\$ millions)	Share (% of national)	Urban (% of segment)
BOP3000	2.0	4.8	77.6	6,172.5	4.5	77.7
BOP2500	2.9	6.7	70.6	7,057.8	5.2	70.8
BOP2000	4.2	9.8	66.1	7,924.5	5.8	66.3
BOP1500	6.4	15.1	54.1	8,675.1	6.4	54.6
BOP1000	10.0	23.5	37.8	8,140.7	6.0	38.9
BOP500	6.2	14.5	20.1	2,364.3	1.7	20.6
BOP total	31.7	74.4	46.9	40,334.9	29.7	58.1

BOP expenditure by sector

\$ (Boldface numbers are millions)	Total BOP	BOP						Urban / rural (% of BOP)
		500	1000	1500	2000	2500	3000	
Food	17,358.5	1,265.6	4,036.8	3,891.2	3,245.4	2,705.4	2,214.1	54/46
Per capita	548	205	404	606	779	944	1080	
Per household	2548	1426	2222	2684	2909	3091	3315	
Housing	4,440.4	305.7	867.5	922.9	845.3	771.2	727.8	66/34
Per capita	140	49	87	144	203	269	355	
Per household	652	344	477	637	758	881	1090	
Water	543.8	17.0	85.6	113.5	122.5	116.5	88.6	86/14
Per capita	17	3	9	18	29	41	43	
Per household	80	19	47	78	110	133	133	
Energy	2,582.9	147.5	572.7	593.4	514.2	418.7	336.4	61/39
Per capita	82	24	57	92	123	146	164	
Per household	379	166	315	409	461	478	504	
Household goods	4,509.6	193.4	810.2	979.3	925.5	836.6	764.6	56/44
Per capita	142	31	81	153	222	292	373	
Per household	662	218	446	676	830	956	1145	
Health	576.9	20.8	91.3	97.7	108.5	125.2	133.3	58/42
Per capita	18	3	9	15	26	44	65	
Per household	85	23	50	67	97	143	200	
Transportation	2,267.3	60.9	300.6	408.5	509.6	511.0	476.6	64/36
Per capita	72	10	30	64	122	178	233	
Per household	333	69	165	282	457	584	714	
ICT	744.9	13.6	88.4	151.2	162.7	165.8	163.2	68/32
Per capita	24	2	9	24	39	58	80	
Per household	109	15	49	104	146	189	244	
Education	895.2	53.8	152.4	166.3	174.3	183.7	164.8	64/36
Per capita	28	9	15	26	42	64	80	
Per household	131	61	84	115	156	210	247	
Other	6,415.4	285.9	1,135.2	1,351.0	1,316.5	1,223.6	1,103.2	59/41
Per capita	203	46	114	210	316	427	538	
Per household	942	322	625	932	1180	1398	1652	
Total	40,334.9	2,364.3	8,140.7	8,675.1	7,924.5	7,057.8	6,172.5	58/42

Note: All dollar amounts in 2005 PPP

Household expenditure by sector

	National (\$ millions)	BOP (%)
Food	37,888.4	45.8
Housing	14,359.7	30.9
Water	1,847.2	29.4
Energy	6,366.3	40.6
Household goods	12,909.6	34.9
Health	6,749.8	8.5
Transportation	16,663.5	13.6
ICT	5,412.3	13.8
Education	4,067.9	22.0
Other	29,561.1	21.7
Total	135,825.8	29.7

Sector shares of household expenditure (%)

	National	BOP
Food	27.9	43.0
Housing	10.6	11.0
Water	1.4	1.3
Energy	4.7	6.4
Household goods	9.5	11.2
Health	5.0	1.4
Transportation	12.3	5.6
ICT	4.0	1.8
Education	3.0	2.2
Other	21.8	15.9
Total	100.0	100.0