

# The economy from the States to Stilbaai



**20 May 2025**

Bureau of Market Research (Pty) Ltd

# Background

*You see, idealism detached from action is just a dream. But idealism allied with pragmatism, with rolling up your sleeves and making the world bend a bit, is very exciting. It's very real. It's very strong – Paul David Hewson.*



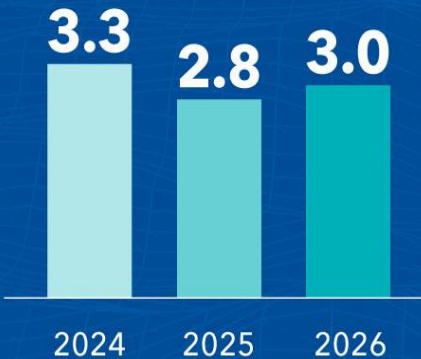
# Global GDP Growth

WORLD ECONOMIC OUTLOOK APRIL 2025

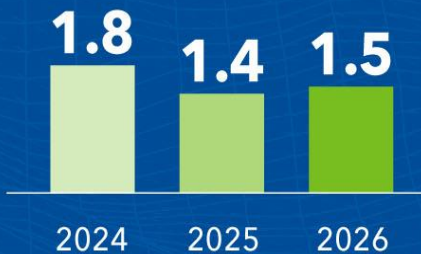
## GROWTH PROJECTIONS

(REAL GDP GROWTH, PERCENT CHANGE)

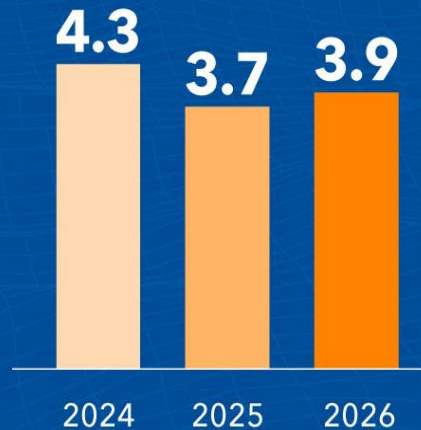
GLOBAL  
ECONOMY



ADVANCED  
ECONOMIES



EMERGING MARKET &  
DEVELOPING ECONOMIES



IMF.org/pubs



# Macroeconomic expectations

Macroeconomic variable	2023	2024	2025	2026
Real GDP growth (%)	0.7	0.8	<b>1.2</b>	1.8
Real household consumption expenditure growth (%)	0.7	1.3	<b>1.7</b>	2.0
Real Gross Domestic Expenditure (%)	0.8	1.0	<b>1.6</b>	1.9
Consumer Price Inflation growth (%)	5.9	4.4	<b>4.0</b>	4.6
SARB Repurchase rate	8.25	7.75	<b>7.25</b>	7.00
Population (Millions)	63.4	64.0	<b>64.7</b>	65.5
Unemployment (%)	32.4	32.6	<b>33.1</b>	33.7
Employment growth (%)	6.2	2.0	<b>1.6</b>	1.4
Compensation of employees' growth (%)	5.6	4.2	<b>4.3</b>	4.6
Salary and wage increases (%)	4.5	5.1	<b>4.1</b>	4.5



# Factors impacting on the economy

- Various geo-political conflicts.
- Lackluster and volatile employment growth in the United States and China.
- Political uncertainties locally (ANC) and abroad (Trump).
- Euro area and some Asian countries GDP growth remain sluggish.
- The GNU gave rise to more optimism regarding the economy during 2024 and early 2025 but danger signals are flaring up continuously.
- The absence of loadshedding assisted GDP, retail and business confidence growth, but it appears to be coming back.
- Constrained consumer, business and investor confidence locally and abroad.
- High levels of financial vulnerability among businesses and consumers.
- Low quality of private and public sector governance locally and abroad.
- The impact of grey listing and negative sovereign credit ratings are increasingly being felt.
- Very low levels of employment growth giving rise to rising unemployment.



# Factors impacting businesses

- Low levels of intermediate and consumption expenditure growth.
- The impact of 4IR technologies, including the Internet of Things, Artificial Intelligence, Big Data, Machine Learning and 4IR forms of e-commerce.
- Complex regulatory and business unfriendly environment.
- Higher prices for goods and services strain business budgets.
- Limited financing options make it difficult for businesses to expand.
- Fluctuations in the Rand affect import/export businesses.
- Bureaucratic hurdles slow down business processes.
- Political instability affects investor confidence.
- Strict employment laws can increase operational costs.
- Complex tax structures create financial burdens for businesses.
- International trade policies impact exports and imports.
- Businesses struggle to find qualified workers.
- Shifts in consumer spending habits affect demand.
- Businesses struggle to adapt to new technologies.
- Poor transport and logistics infrastructure hinder growth.



# What can be done?

- Invest in high-speed internet and digital tools to enhance efficiency.
- Optimize supply chain management and transportation networks.
- Use trade and investment promotion services to enter international markets.
- Explore new products, services or industries to reduce dependency on a single market.
- Foster innovation through partnerships with universities and research institutions.
- Implement AI, automation and data analytics to improve decision-making.
- Engage with the growing tourism and film sectors for business opportunities.
- Strengthen Agribusiness by enhancing agricultural production, processing, and distribution.
- Provide training programs to enhance workforce capabilities.
- Foster a positive and inclusive work environment.
- Prioritize customer satisfaction and loyalty.
- Optimize budgeting, investment, and risk management.
- Support local initiatives to build strong business-community relationships.





The America I've sung to you  
about for 50 years is real and  
regardless of its faults is a great  
country with a great people. So  
we'll survive this moment —  
Bruce Springsteen



**Thank you**

**Bureau of Market Research (Pty) Ltd**