By Catherine Larkin

Young consumers reshaping South Africa's stokvel economy

At 22, Katlego Mathe already understands something many retailers are only beginning to recognise – the growing influence of young consumers in South Africa's stokvel economy. In a community where stokvels are part of everyday life, starting his own was a practical response to financial pressures.

"My five brothers and I decided to start our own stokvel just over a year ago. The concept of a stokvel was not new to our family, as many have been part of one for years. This was the first time, however, that we started and joined one ourselves. It has been an extremely good decision. We started seeing the benefit almost immediately," he says.

Pooling money each month, the six brothers are now able to meet a range of needs – from groceries and study-related expenses to everyday essentials. What began as a simple savings mechanism has since evolved into a disciplined financial system shaped by their shared goals, accountability and, increasingly, digital tools.

"Many people think of stokvels as older ladies buying groceries," says Mathe. "This is not the case. Stokvels are very much a part of our culture and have, for a long time, given people the ability to access money they would not otherwise have had, either because they could not access banks or did not understand the banking system."

A stokvel is an age-old African tradition that is popular often in township communities of South Africa, that brings people together for a common cause. A Proudly South African TV sitcom named 'Stokvel' was aired by the SABC in 2001 to 2009 (a total of eight seasons) and tells a story of how these organisations build friendships, families and communities for the long haul.

https://sithenjwat.com/

Many people think of stokvels as older ladies buying groceries. This is not the case. Stokvels are very much a part of our culture and have, for a long time, given people the ability to access money they would not otherwise have had.

He says the younger generation is changing perceptions about stokvels reshaping how these collective savings schemes operate, what they prioritise, and more importantly, how and where they spend.

For retailers, this shift is significant. Traditionally, stokvel spending has followed fairly predictable seasonal patterns, with large groups entering stores in November and December to purchase bulk groceries. But younger members are introducing different expectations, seeking value beyond price, embracing digital platforms and in some cases, moving away from purely bulk purchasing towards more flexible, needs-based spending, says Mathe.

This trend is not happening in isolation, says Busi Skenjana, founder of the Stokvel Academy, who notes that younger consumers have always

EVERYDAY MEALS MADE EASY

been part of the larger stokvel ecosystem. "Young people have always been in stokvels." She adds ...

Busi Skenjana, Stokvel Academy

> "I joined my first one at 24. The difference now is how young people are engaging and what they expect from it. Their role in stokvels is becoming more visible as economic pressure, technology adoption and changing lifestyles reshape participation."

Stokvels buy their end-of-year grocers in bulk. Stokvel Academy founder Busi Skenjana says, "Stokvels need to be alert during this time and also know their rights as consumers. If they are not satisfied, they must raise the issues with the stores immediately. It is their money, so they deserve to be treated better." https://www.news24.com/drum/news/

This is something that is already slowly but surely starting to ripple through the retail sector, raising important questions about how businesses engage with one of South Africa's most powerful and organised consumer groups.

Gugu Zikhali

Technology driving a new stokvel model

According to Gugu Zikhali, Head of Stokvel Cash Investments at FNB, there are an estimated 500 000 stokvels in South Africa, comprising around 11 million members. She says ...

> "For many generations, people have recognised that by pooling funds, they can achieve more as a group than as individuals. We mostly associate stokvels with groceries and burial schemes, but times are changing with community finance and modern retail coming closer."

Zikhali says while the retail sector is familiar with groceries and burial schemes, both of which translate into distinct and often significant spending patterns, it is important to understand the impact young people are having, as well as how technology is changing the face of stokvels and allowing for a far greater spending reach.

Joankie Makwakwa

Joankie Makwakwa, Co-Founder and CEO of KasiConvocation, a digital platform designed to modernise how stokvels operate by providing secure tools for group savings, governance and financial collaboration, says over the next decade stokvel participation among younger consumers is expected to increase significantly.

"Historically, stokvels were largely associated with older generations who used them as structured community savings mechanisms. However, we are now seeing a noticeable increase in younger participants entering the stokvel ecosystem," he says. "Younger consumers are beginning to recognise stokvels not only as a cultural tradition but also as a practical financial strategy for saving, investing and managing rising living costs."

As financial literacy improves and digital platforms make group saving more accessible, younger consumers will likely begin using stokvels for a broader range of financial goals including investing, asset purchases and entrepreneurial initiatives, explains Makwakwa. "This will expand the role of stokvels far beyond traditional savings into more sophisticated forms of collective financial management. Younger members are introducing more structured financial planning and technology-driven management into stokvel operations," he says. "While traditional stokvels relied heavily on

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physical meetings and manual record-keeping, younger members are increasingly comfortable using digital tools to track contributions, manage group decisions and coordinate purchases. This shift is making stokvels more organised, transparent and efficient."

He says stokvels remain one of the most significant drivers of collective consumer spending in South Africa, something retailers, both big and small, should keep in mind. With an estimated 11 to 12 million participants, stokvels collectively mobilise tens of billions of rand each year," says Makwakwa. "That is a market that should not be ignored. What makes stokvels even more powerful in the retail economy is their ability to aggregate purchasing power. When members pool their savings, they are able to purchase goods in bulk, particularly during key spending periods such as the festive season."

According to Busi Skenjana, founder of the Stokvel Academy, younger people are bringing a different dynamic to the stokvel environment – one that retailers need to track closely. They are more financially aware, more digitally engaged and far less likely to accept things at face value.

"Younger consumers ask more questions. They are not just going to accept what is put in front of them," she says. "Brands are important to them. They focus on quality and convenience is also key. The entire experience matters."

It might be a very subtle shift, but one that is extremely important. It signals a move away from passive, routine spending towards more deliberate and informed decision-making – something retailers need to be cognisant of as stokvel behaviour continues to evolve.

www.expressive.co.za/roadshow-promotions

Engaging younger consumers

Skenjana says ...

> "It is important that the retail sector engages the youth in particular. Not only because there is clear value in stokvels, but because the key question is whether there is a future in them. With approximately R50 billion currently circulating in stokvels, will this grow, decline or has it reached its peak?"

She notes that if the sector is to expand, the next generation must be actively involved – something financial institutions are already responding to and which the retail sector also needs to better understand.

"Banks are actively trying to attract stokvels into their systems. They are future-focused and recognise that growth lies with the younger generation. That means we have to engage them from a retail point of view as well," she says.

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Zikhali agrees, saying financial institutions have a vested interest in the success of both their customers and the communities they serve. Stokvels are an important business segment for the bank and staying on top of what is happening – including the trend towards younger people driving change – makes business sense.

"As such, we play an active role in enhancing financial inclusion through innovative solutions tailored for stokvels," she says. "We develop solutions that recognise their unique savings behaviour, ensuring they are secure, accessible and affordable." She adds that this approach is already translating into tangible innovation ...

> "A testament to this is the end-to-end digital account opening process we recently launched. It is the first of its kind in South Africa and removes the need for all signatories to be present at a branch at the same time. Each member can now complete their part of the process digitally, wherever they are."

This is already impacting how stokvels transact and spend, says Zikhali. "From a banking perspective, we're seeing a change in behaviour. While bulk buying remains strong, with retailers continuing to report large, coordinated year-end purchases, there is a growing trend towards payouts being distributed directly into individual member accounts, rather than a single bulk withdrawal," she says. "This is largely being driven by the digitisation of stokvel banking."

Absa award winners. Janriches Savings Club, founded by six friends in 2014, were award winners in the inaugural Absa Stokvel Awards in December 2024. The event recognised outstanding achievements across various categories, shining a light on the power of collective savings and community support. https://www.news24.com/citypress/

Stokvels are evolving from informal, cash-based systems into more structured, digitally enabled financial communities, while still retaining their collective buying power

Embracing a changing landscape

"What this tells us is that stokvels are evolving from informal, cash-based systems into more structured, digitally enabled financial communities, while still retaining their collective buying power," says Zikhali.

This points to a positive trajectory, suggesting stokvels are not static but able to evolve with the times, adapting to new tools and changing consumer behaviour. For the retail sector, that matters because it means these groups are likely to remain active participants in the market, continuing to spend and even possibly increasing their reach.

According to Makwakwa, several factors are accelerating the transition toward digital stokvel management.

"First, there is growing awareness around security risks associated with cash handling. Many groups are looking for safer ways to store and manage their funds," he says. "Second, digital tools offer greater transparency and accountability, which is particularly important in group financial environments where trust and clear record-keeping are essential. Third, the widespread adoption of smartphones and mobile payments in South Africa has created a natural pathway for stokvels to transition into digital systems. "

More so, he says members are increasingly expecting these financial tools to be accessible, convenient and transparent.

For Mathe, it is important that the retail sector understands the growing role of young people in the stokvel environment. "Our approach is similar to that of older generations, but we are also different in that we incorporate technology far more," he says. "Retailers need to consider how young

RECIPE Prep Time: 30min | Cook Time: 15min | Serves: 6

MZANSI-STYLE RUSSIAN BRIOCHE HOTDOG WITH HOMEMADE TOMATO SAUCE

A HEARTY, HOMEMADE CLASSIC SOUTH AFRICAN HOTDOG

INGREDIENTS:

6 beechwood smoked chicken Russians or Frankfurters
4 Tbsp (60ml) olive oil
1 onion, sliced
2 garlic cloves, minced
2 cm piece of ginger, minced
1 Tbsp (15ml) tomato paste
1 Tbsp (15ml) smoked paprika
1 lemon juiced
4 tomatoes, diced
6 brioche hot dog rolls
To serve, slap chips

METHOD:

Score your Russian sausage in a frying pan, heat up 1 tablespoon of olive oil and fry until golden on all sides, about 5 minutes.

Heat the remaining olive oil in a saucepan over medium heat, add the sliced onion, and sauté for 5-7 minutes, until soft and translucent. Add in the garlic and ginger.

Cook for 1 minute until fragrant. Stir in the tomato paste, smoked paprika and lemon juice.

Cook for 2 minutes until the oil starts to separate from the paste.

Add the diced tomatoes to the pan with a pinch of salt and pepper. Bring the mixture to a simmer, then reduce the heat to low, cover, and cook for 10-15 minutes, or until the tomatoes have completely broken down and the sauce has thickened slightly. Add ¼ cup of water if the sauce starts to stick to the pan.

Slice the brioche rolls lengthwise and lightly toast the insides under a grill or in a dry pan for 1-2 minutes.

To assemble, place one fried Russian sausage inside each brioche roll, and spoon a generous amount of the warm tomato sauce over the sausage.

Serve immediately with chips of choice.

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people operate and how they approach their finances. The strong association between stokvels and groceries also needs to evolve."

https://www.facebook.com/

Rising living costs and limited access to traditional credit are increasingly pushing younger consumers towards alternative ways of managing their finances. At the same time, the community-driven nature of stokvels creates accountability, helping members maintain disciplined saving habits.

"For many young people, stokvels provide both financial support and social belonging," explains Makwakwa.

"What the retail sector needs to understand is that these younger members are increasingly influencing spending decisions within stokvel groups. They tend to be more informed about pricing, promotions and digital marketplaces, which means they often introduce new purchasing channels and compare deals across multiple retailers. This influence is gradually shifting stokvel spending behaviour toward more strategic and value-driven purchasing decisions."

Members of the Amogelang Ladies Club share the groceries they bought with the money they saved throughout the year.
Photo by Judas Sekwela. www.snl24.com/dailysun/

What the retail sector needs to understand is that younger members increasingly influence spending decisions within stokvel groups. They tend to be more informed about pricing, promotions and digital marketplaces, which means they often introduce new purchasing channels and compare deals across multiple retailers.

He says the younger members are also playing a major role in accelerating the adoption of digital financial tools within stokvel groups. "Because they are already comfortable using mobile banking, digital wallets and online platforms, they often encourage their groups to transition away from cash-based systems toward more secure and efficient digital alternatives. This generational influence is one of the key drivers behind the growing adoption of digital stokvel management platforms."

From a banking perspective the pace of change is accelerating, says Zikhali. "Digital makes it safer and payout can happen anytime and anywhere, making it harder for criminals to target stokvel members."

Before digital solutions, one stokvel member was usually responsible for withdrawing the money and would often become a target, as their movements at certain times of the month or year made them vulnerable. That is no longer the case.

Zikhali says other security matters relate to transparency inside a digital account. "With digital stokvel accounts, every member can see contributions and withdrawals in real time, creating full visibility. This reduces the risk of internal mismanagement or funds being withheld by an individual, giving members greater confidence that their savings are protected."

The experts agree that as stokvels become more digitally organised and data-driven, their collective

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purchasing power will become more visible and more predictable. This will allow retailers to engage stokvel groups more strategically, offering more targeted promotions, bulk purchasing opportunities and even tailored financial products.

In the long term, digitally organised stokvels could become one of the most influential consumer networks shaping retail demand in South Africa, says Makwakwa.

"For retailers, the opportunities are endless. Stokvels will always be about collective purchasing behaviour, which means retailers are engaging with groups rather than individual shoppers," he says. "This opens the possibility for structured deals on bulk goods, allows for more targeted promotions and creates room to design loyalty programmes specifically for stokvel communities. Retailers that understand stokvel buying cycles can plan inventory and promotions more effectively."

Education gap threatens long-term sustainability

But, says Skenjana, it is not all smooth sailing. Going forward, education will remain critical in a changing environment. "Despite the significant amount of money circulating within stokvels, there is still a high level of financial illiteracy amongst members," she says. "This leaves them vulnerable to scams, both from within their own groups and from external players."

She warns that while many stokvels operate with good intentions, certain practices do still raise concern. "There are warning signs that some of these models may not be sustainable, yet members are often not aware of the red flags. This brings us back to the role financial institutions need to play in strengthening financial education."

While this could range from poor record-keeping to overextension by members or a misunderstanding of financial commitments, she maintains that financial institutions need to play a far more active role in building financial capability, particularly among younger participants.

"Financial education must be passed on to the next generation, especially the youth we are working with," she says. "If people do not understand how to manage their money, the risks increase and the long-term sustainability of these models comes into question."

Skenjana says initiatives such as the youth-focused programme the Stokvel Academy is involved with, supported by E Squared, a division of Allan Gray, are an example of how young people can be educated. The programme aims to equip young people with practical skills in financial literacy, job creation and entrepreneurship.

"We are currently working with a group of young people, taking them through this journey and running financial literacy workshops. The goal is to ensure they are better equipped to manage money and build sustainable futures."

She gives the example of a young woman who joined a stokvel and initially used it to save for branded items. She bought a pair of takkies, but they were stolen within weeks.

Through the education programme, she started looking at things differently. Instead of spending, she used her stokvel savings to buy a gas stove, which she now rents out in her community for events where people need to cook on a larger scale. She is now in the process of buying a second stove as she looks to expand her business.

United African Stokvel's Darren Langbein. Photo: Twitter | United African Stokvel logo. | Image: Facebook, www.dailymaverick.co.za

In July 2023, the Daily Maverick reported, "An investment scam that promised to usher in the digital era for stokvels has claimed financial victims across South Africa and as far afield as Swaziland, Lesotho and Zimbabwe … amounts invested range from less than R15 000 to more than R500 000 in several cases. The victims are mostly aged 30 to 50, with a high number of younger investors aged 20 to 30 and at least two pensioners. At that time a spokesperson for the FSCA was investigating the matter, but it had little room to take action as United African Stokvel was not a registered financial services provider. United African Stokvel was also not a member of the National Association of Stokvels after its application was rejected in July 2019.

Serves:6
Preparation time: 30 minutes
Cooking time: 60 minutes

Ingredients:

1 chicken braai pack (10 pieces)
3 red onions, cut into 8 wedges each, skin discarded
4 Tbsp (60ml) olive oil
Juice & zest of 2 lemons
4 rosemary sprigs, roughly broken and torn
4 cloves garlic, thinly sliced
Salt and milled black pepper
1 Tbsp (15ml) olive oil
800g red grapes

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Method:

Chicken:

Preheat the oven to 180°C.

Place the chicken in a large mixing bowl with the red onions.

Add the olive oil, lemon juice & zest, rosemary, garlic, and a generous pinch of salt and pepper.

Gently toss all together to coat evenly.

Tip the contents of the bowl onto a sheet pan or into a roasting tray. Ensure the chicken is skin-side up.

Roast in the oven for 45 minutes.

Remove the tray from the oven, add the grapes and drizzle with a tablespoon of olive oil.
Return all to the oven and roast for 15 minutes more.

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Skenjana says the importance of education will only grow going forward as the role of stokvels is set to evolve further, with entrepreneurship expected to take centre stage over the next five years. "Entrepreneurship is going to play a far bigger role in stokvels and we are actively working to promote that. There is a significant amount of money circulating within stokvels, but the question is how much of that is being used to create business opportunities."

At FNB there is recognition of the high need for education and that the lack thereof remains one of the biggest barriers to moving stokvels onto digital systems. "Many members are still more comfortable with cash based processes, so helping them feel confident using digital platforms is essential," says Zikhali. "Accessibility is another challenge, especially in rural areas where travelling to branches is costly. FNB's digital stokvel account opening solution helps overcome this by allowing us to meet groups in their own communities, where our agents can open accounts remotely without members needing to travel. These make the transition easier, but continued education and community engagement are critical to unlocking the full benefits of digital stokvel banking."

According to Makwakwa, addressing digital literacy is critical for the future. "Many stokvel members are familiar with traditional systems and may initially feel hesitant about adopting new technologies. Trust is another factor," he says. "Stokvels are built on long-standing relationships and social accountability, so digital solutions must complement rather than replace those dynamics."

https://southafricatoday.net/

As communities across South Africa return from the festive season and start planning for a productive year ahead, FNB is kicking things off with something truly exciting: the launch of its Stokvel Digital account in Umlazi, KwaZulu-Natal. Designed to bring simplicity, safety and convenience to one of South Africa's most trusted savings traditions, the new digital account opening capability makes stokvel banking fully digital from start to finish, no branch visit required.

Outlook remains positive

Despite the challenges, the future remains positive. Makwakwa says ...

> "Over the next five years, I believe digital stokvel platforms will reshape how retailers engage with collective consumer groups. Retailers will increasingly view stokvels as more structured entities with significant purchasing capability rather than just seeing them as informal buying groups."

"This will lead to more strategic partnerships between retailers and stokvel platforms, enabling better demand forecasting, more promotions and collaborative purchasing initiatives."

He says the most important priority right now, however, is building solutions that respect the social dynamics of stokvels. "Technology should support the governance structures, trust mechanisms, and collaborative decision-making that already exist within these groups. Financial institutions and retailers should also focus on creating inclusive products that recognise the collective nature of stokvel savings. Partnerships between fintech platforms, retailers and financial institutions will be key to unlocking the full potential of the stokvel economy."

The move to digital solutions will bring major benefits to retailers servicing stokvels, says Zikhali. "It reduces cash risk for retailers having to deal with large cash amounts from stokvels. It also allows retailers to engage digitally with stokvel members for deals and spend," she says.

More so, there is far more transparency overall, better security and financial management that creates a stable environment that bodes well for the long term.

"Digital tracking, for example, can now allow retailers to see what customers are spending their savings on, assisting with stock planning, demand

management and the creation of more targeted campaigns," says Zikhali. "This improved visibility into stokvel buying cycles will help retailers plan far more effectively. When retailers know when stokvel groups will spend, they can prepare the right stock, in the right quantities, at the right time and align promotions to payout periods," she says.

https://stokveltalk.co.za/

According to Zikhali, while the collective buying power of stokvels remains strong, the bank is already seeing a shift in how that value is accessed.

> "Increasingly, members want choice where they contribute collectively, but don't necessarily want identical goods. Digitised payouts would enable this evolution, allowing members to benefit from group-negotiated value while selecting items that suit their individual household needs."

For retailers, the increasingly active role of young people presents both a challenge and an opportunity. What is clear is that it requires a deeper understanding of how these groups operate, what they prioritise and how they spend.

Ultimately, the future of the stokvel economy will depend on how well the next generation is supported, not only through access to digital tools, but through more inclusive engagement across the value chain.

For now, one thing is certain: stokvels are going nowhere – they are simply changing shape. **SR**

https://www.standardbank.co.za/

Catherine Larkin is a communication and marketing professional, specialising in Logistics, Transport and Supply Chain. Her company, CVLC Communication, is a corporate public relations, communication, marketing and events consultancy. Its services range from full secretariat support, project management and administration.

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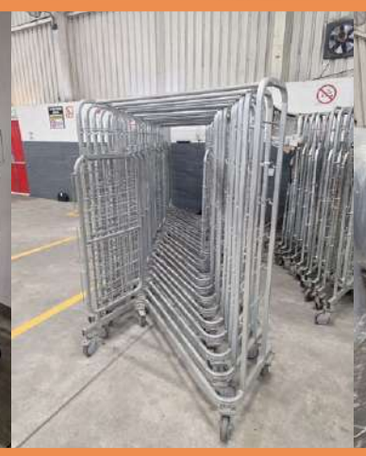
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