

SAPMA LOBBYING FOR PAINT SALES SPARKED OFF SALES SURGE

The beneficial results of SAPMA lobbying for the reopening of hardware stores during the harsh lockdown earlier this year are underlined in a report in Sunday Times on December 13 in which several hardware retailers spoke about the upsurge in paint sales since the pandemic started early this year.

Under the headline “HOME IS WHERE THE PANDEMIC SPENDING IS - Homeowners tackle to-do lists, drive home improvement sales”, the report states that “items flying off the shelves” included paint. One major retailer interviewed said “paint as a category has huge interest at this time. You can use something as basic as paint colour to change your environment”.

Cashbuild CEO, Werner de Jager, said the group had seen a strong demand for paints and related products from the renovation market. He said that in May this year, when building suppliers were allowed to trade again, group sales rose by 12% compared to the same month in the prior year. Bob Lister, MD of Build It, also said sales growth had been strong once the hardware sales ban was lifted.

Newcomer to the SA market, Leroy Merlin, also reported “a skyrocketing increase in the sales of paint”. The company’s Dmitriy Anderson told the Sunday Times: “That wall that you wanted to paint and were looking at each week and saying, ‘I will paint it next week’, is now being repainted as part of the pandemic home improvement surge.”

Existing and potential new members of SAPMA should take note – and be grateful for - SAPMA lobbying to the government so that paint sales were allowed even during the early harsh stages of the Covid-19 lockdown in SA. Since then the paint retail industry has not looked back!

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