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Personal services industry, 2023

An overview of the results

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DDG: Economic statistics

Embargo: 28 August 2025, 10h00

Image: Vaughan Willis, unsplash.com



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The survey

Large sample survey covering approximately **4 500** enterprises registered for value-added tax (VAT)

Enterprises involved in the following activities were selected:

- Education services
- Hospitals
- Medical & dental activities
- Veterinaries
- Social work
- Sewage & refuse disposal
- Business & employers organisations
- Professional organisations
- Trade unions
- Religious organisations
- Motion picture/video production & distribution
- Motion picture projections
- Radio & television
- Dramatic arts, music & other arts
- Libraries, archives & museums
- Sporting activities
- Washing & dry cleaning
- Hairdressing & other beauty treatment
- Funeral & related activities
- News agency activities
- Botanical & zoological gardens and nature reserve activities



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The survey

When was it conducted?

- Questionnaires were completed for the financial year ended on any date between 1 July 2022 and 30 June 2023
- Employment figures are for 30 June 2023
- The survey was also conducted in 2008 and 2018

What data did it collect?

- General themes:
 - Finances
 - Employment
 - Services
- Title of the PDF report:
*Personal services industry,
Report No. 90-01-01 (2023)*



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Exploring the results

1. Finances

2. Employment

3. Activities



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1. Finances



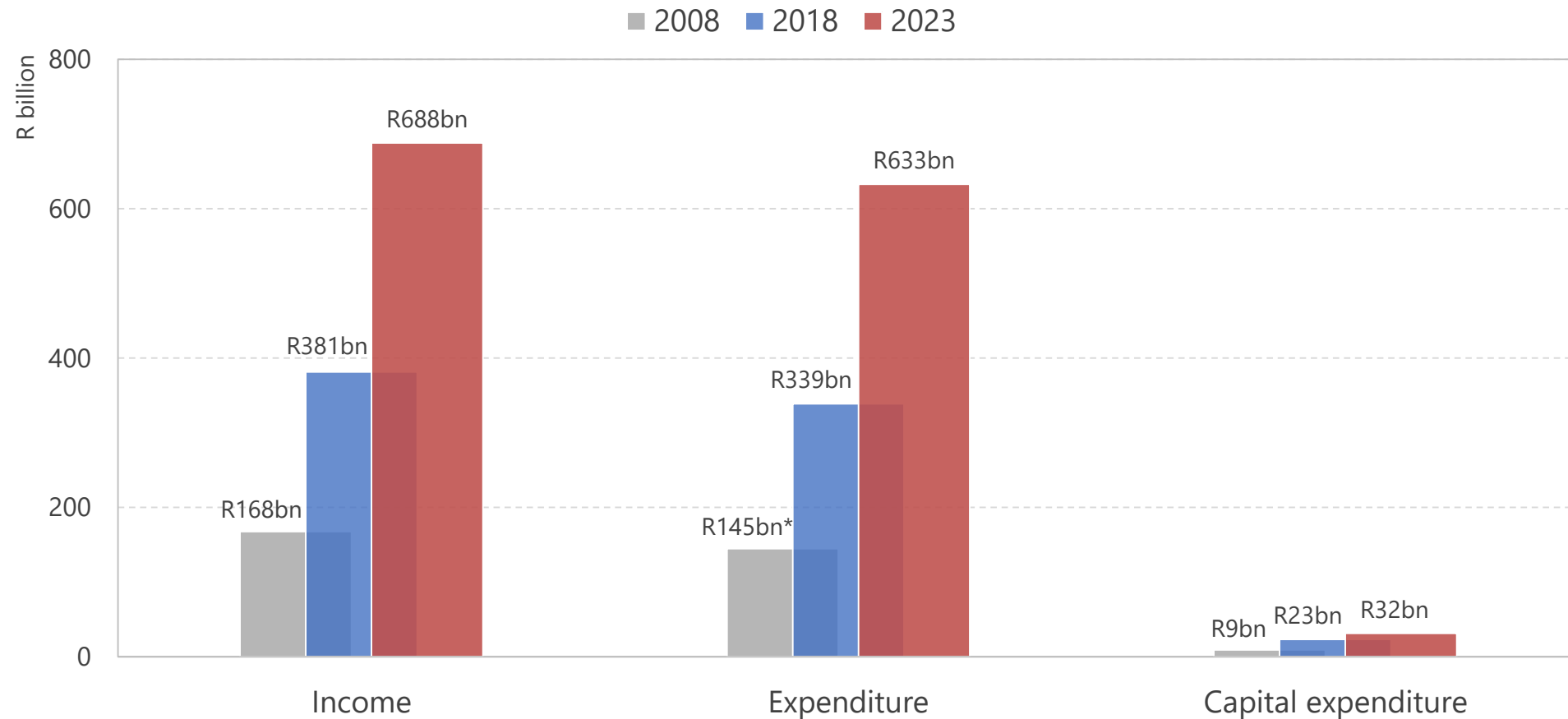
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Financial summary

In 2023, the personal services industry generated R688 billion in income, up from R381 billion in 2018



Source: Tables A, 2 and F *Expenditure value for 2008 was sourced from Table1 in the 2018 report



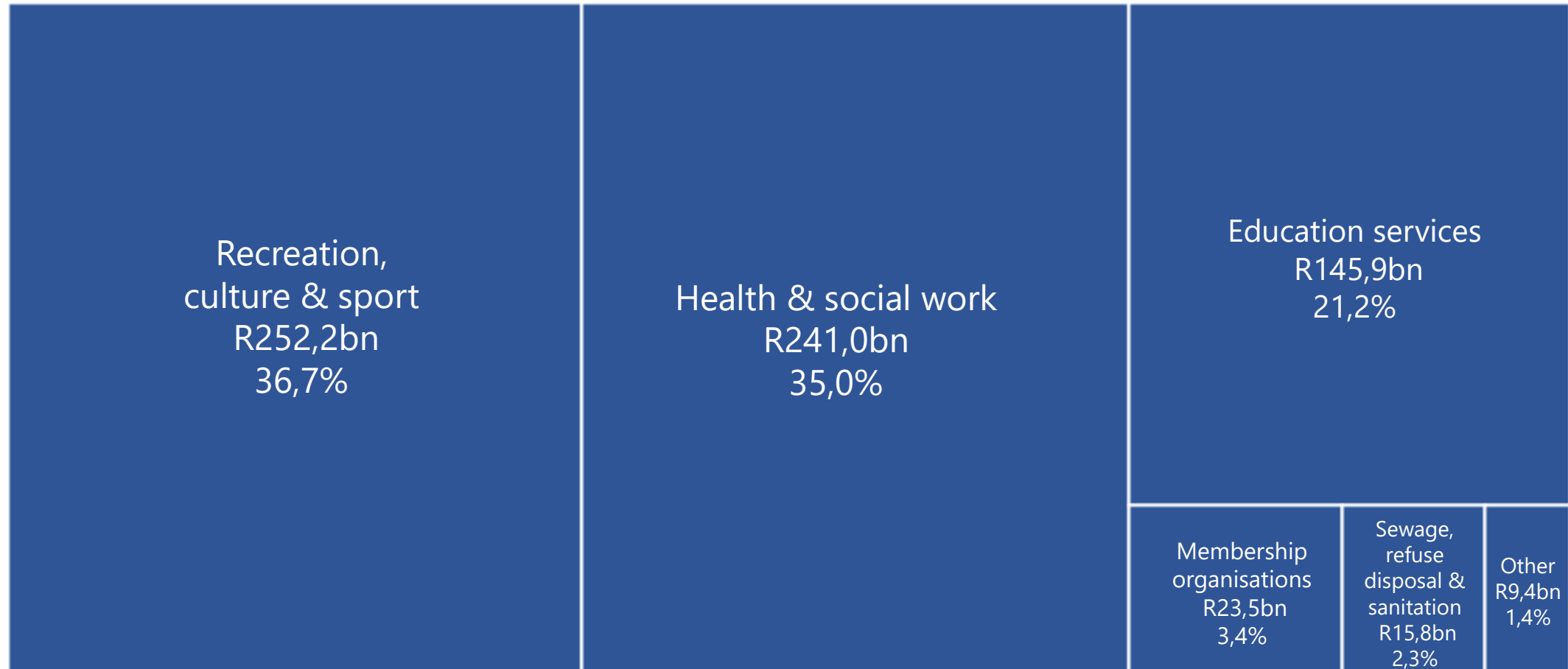
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Recreation, health and education accounted for the bulk of total income

Income by type of activity in the personal services industry, 2023 Total: R687,9 billion



Source: Table A



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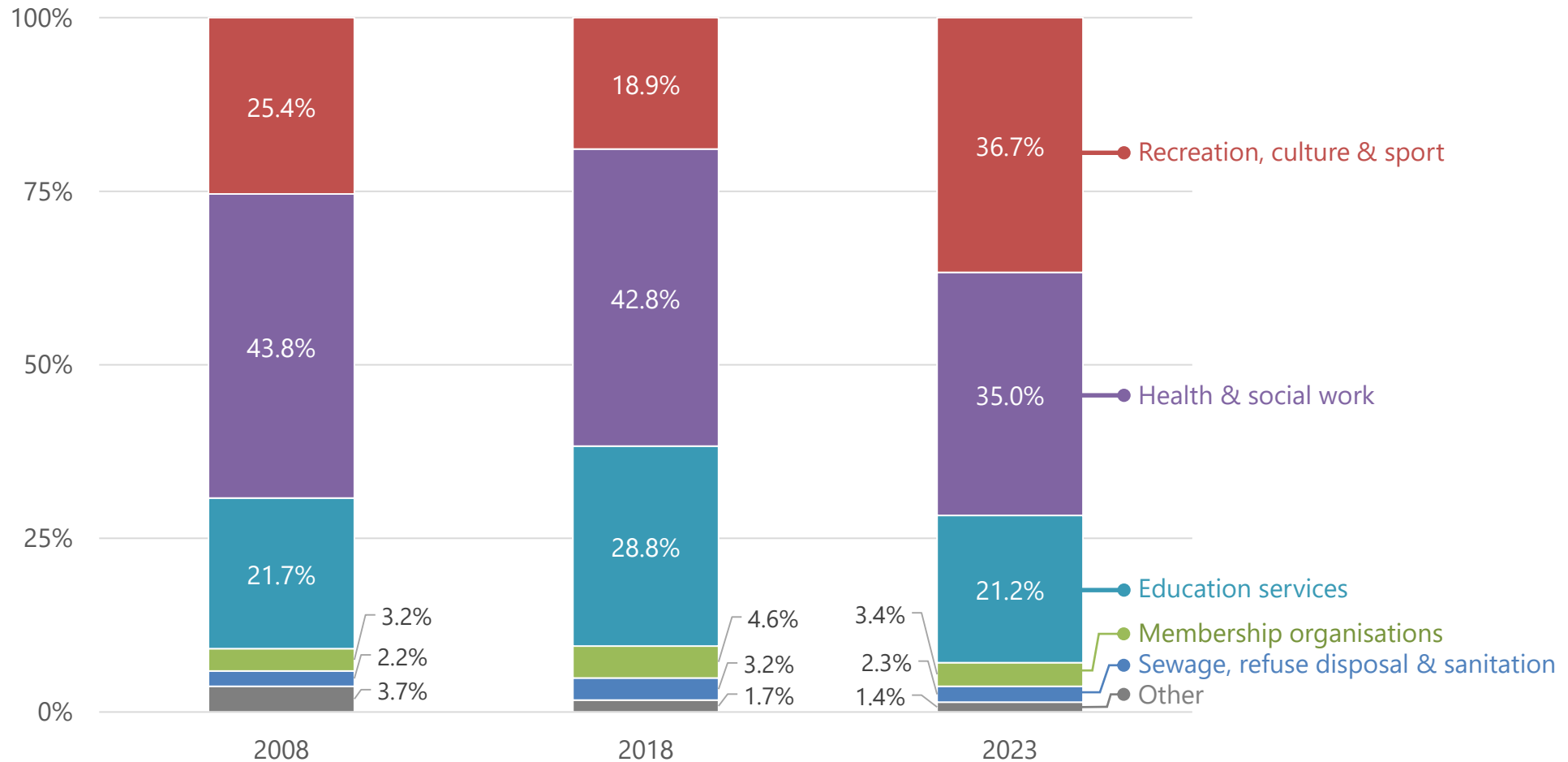
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Recreation, culture & sport has increased its share of income

Percentage breakdown of income by type of activity in the personal services industry, (2008–2023)



Source: Table A



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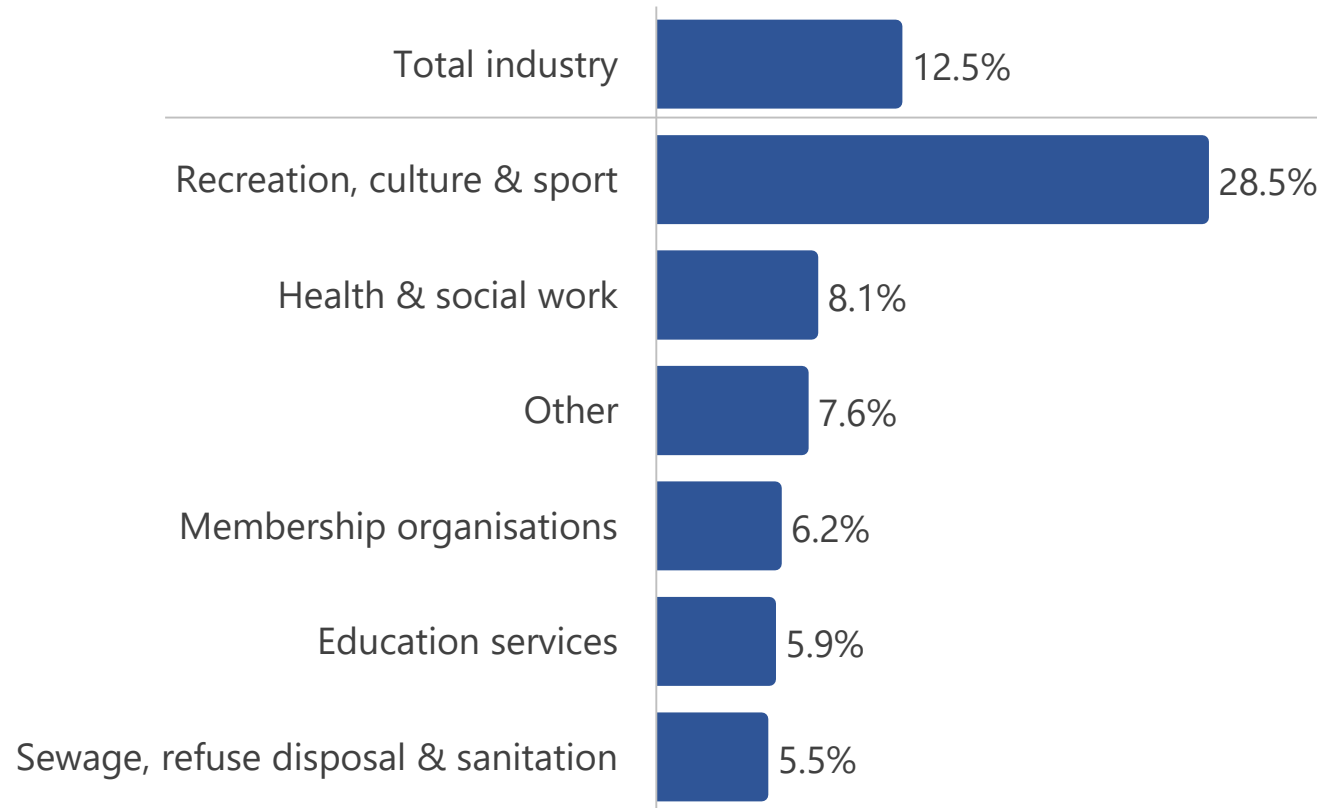
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Recreation, culture & sport recorded the sharpest rise in income

Growth in income, annualised percentage change (2018–2023)



Source: Table 2



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The largest five enterprises contributed **27,8%** of total income in 2023, up from **13,9%** in 2018

Concentration ratios for total income in the personal services industry

Concentration ratio	2008	2018	2023
	%		
CR5	17,9	13,9	27,8
CR10	25,7	21,6	34,1
CR20	35,8	31,6	43,0
CR50	46,5	44,5	54,8
CR100	51,5	51,9	61,0

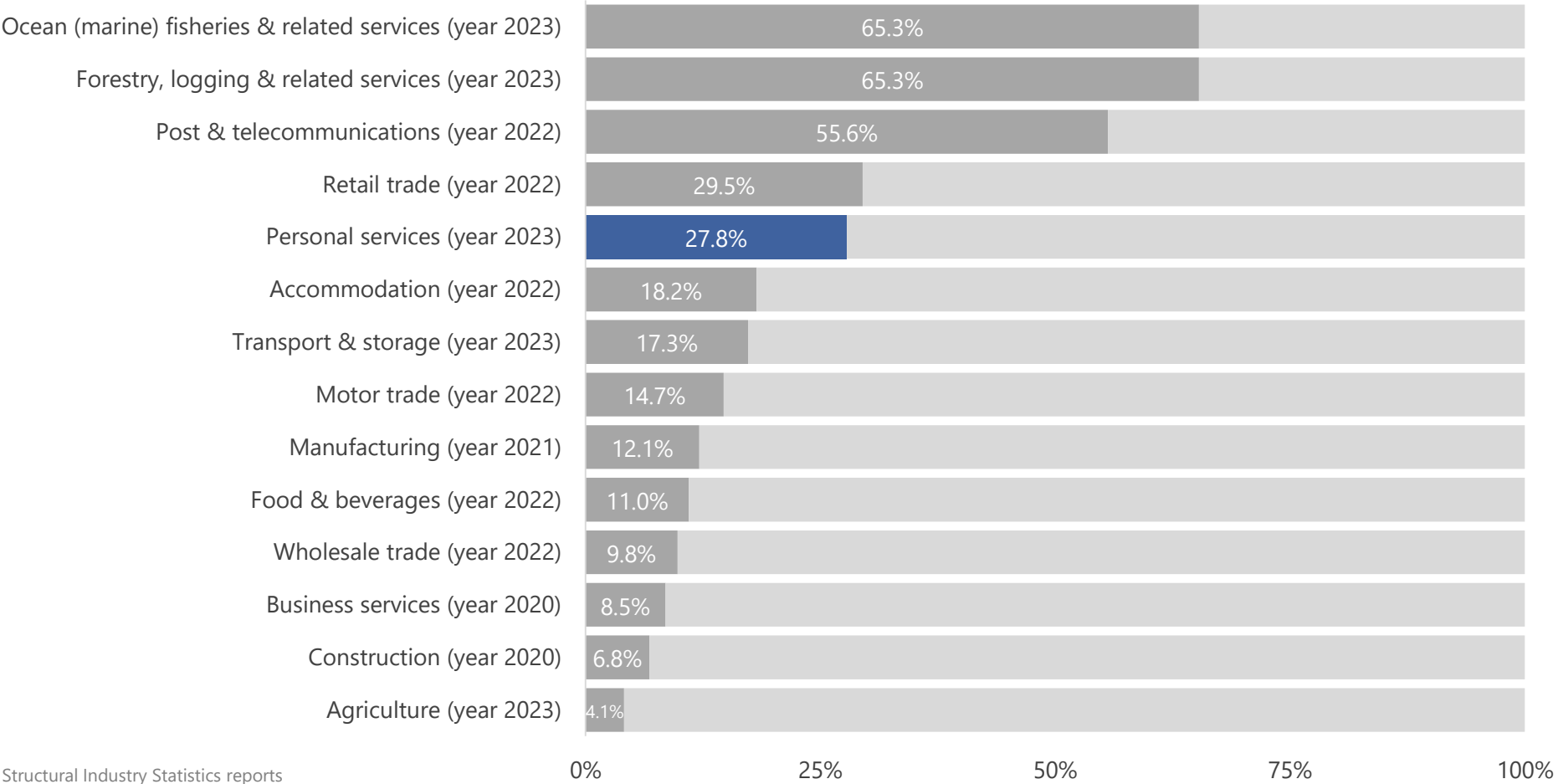
Source: Table B



Personal services is less concentrated than retail trade, but more concentrated than accommodation

Concentration ratios for selected industries in the South African formal business sector

The percentage of income in each industry generated by the **five largest firms**



Source: Selected Structural Industry Statistics reports

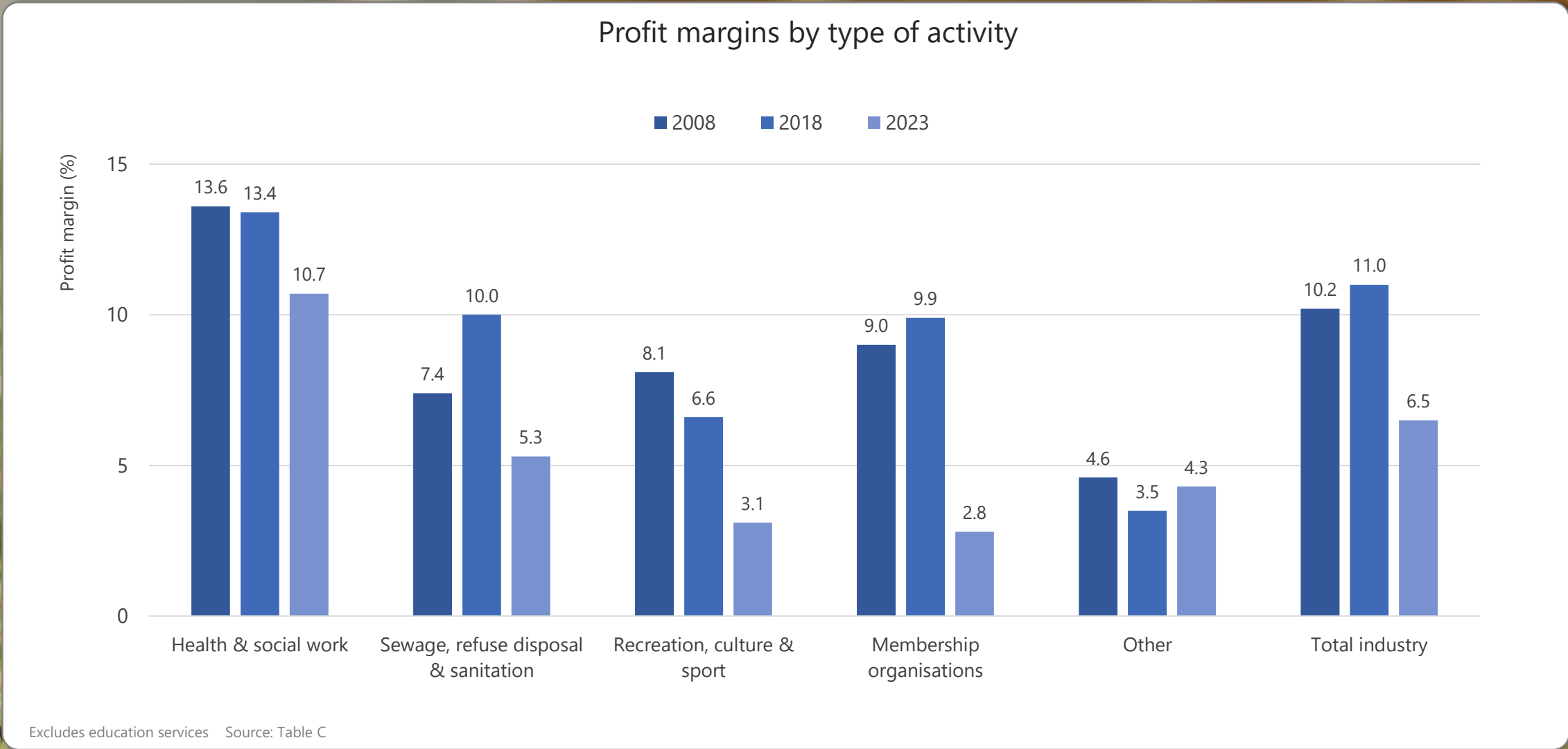


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The overall profit margin for the personal services industry declined in 2023 compared with 2018



2. Employment



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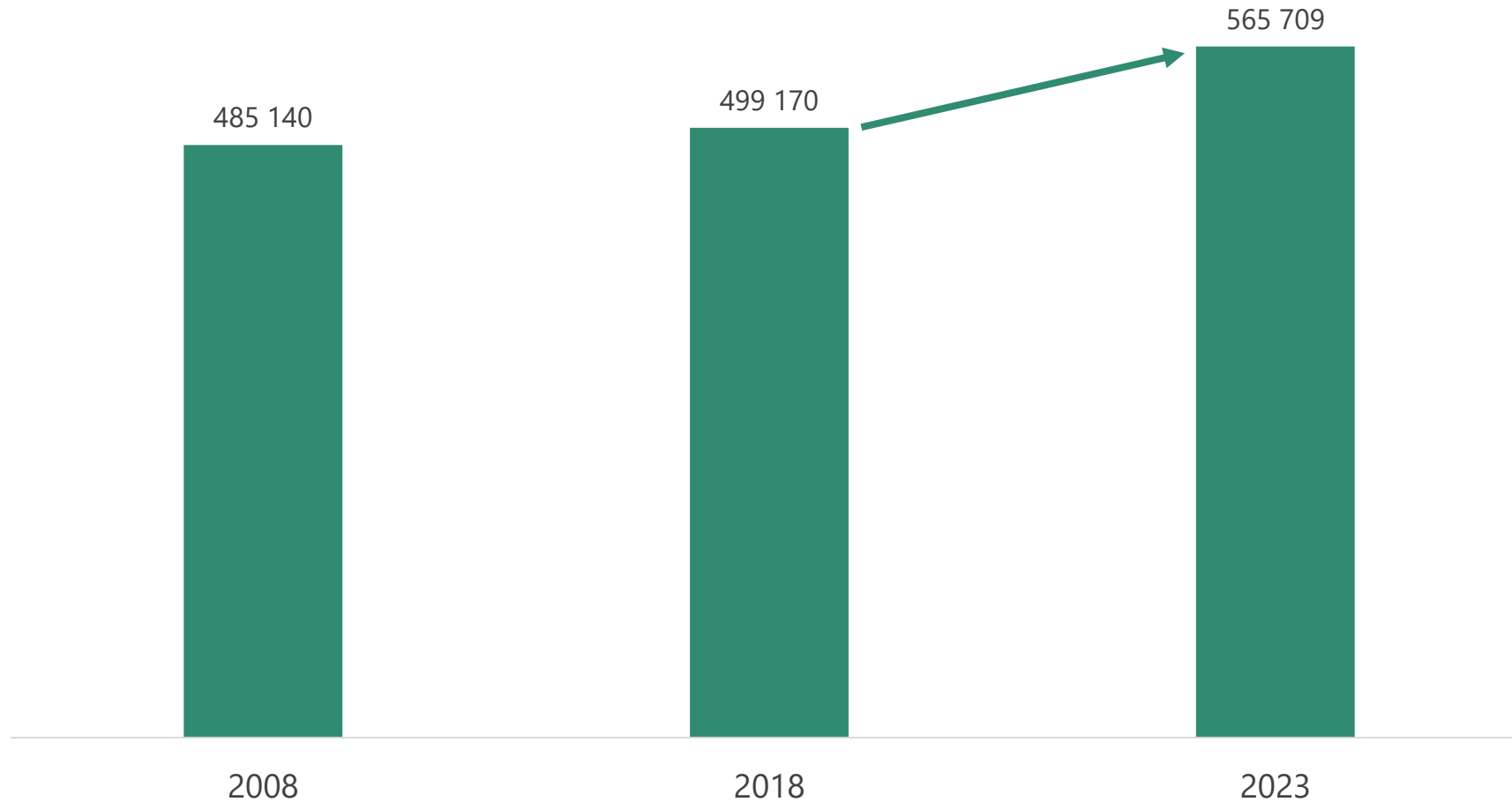
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The labour force grew by **2,5%** annually since 2018

Number of employed persons in the personal services industry



Source: Table D



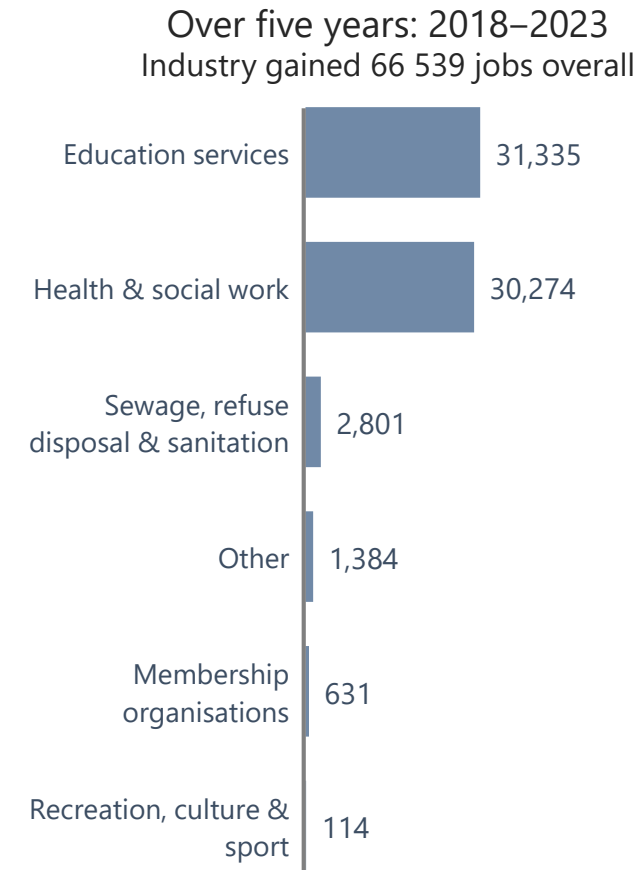
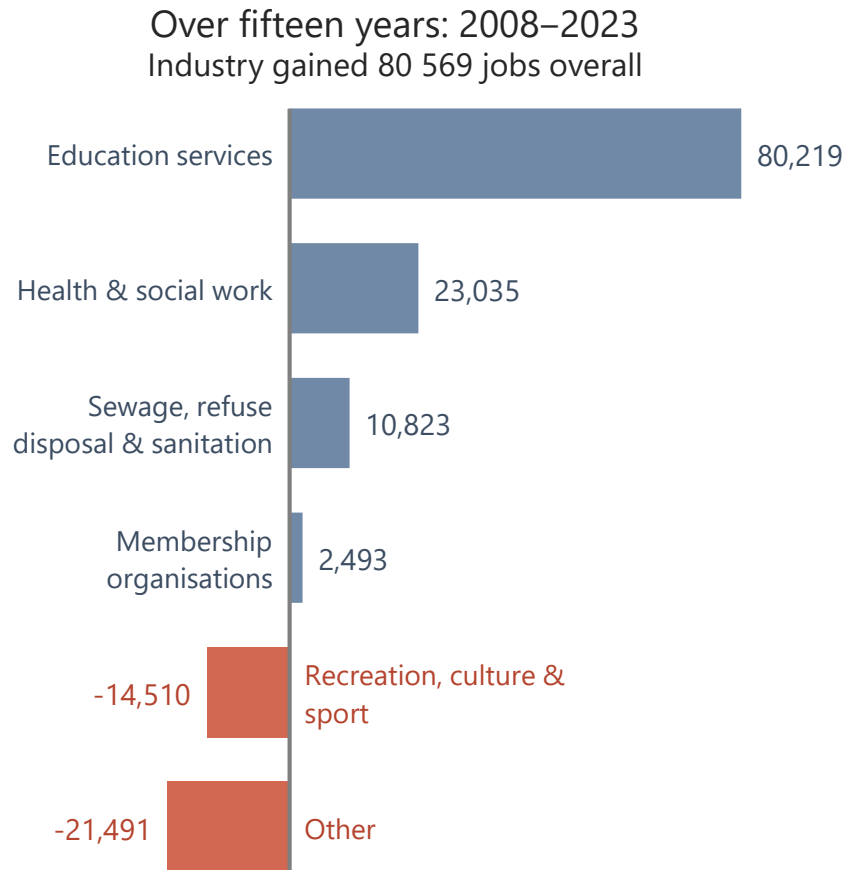
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Which activities gained or lost jobs?

Net change in jobs



Source: Table D

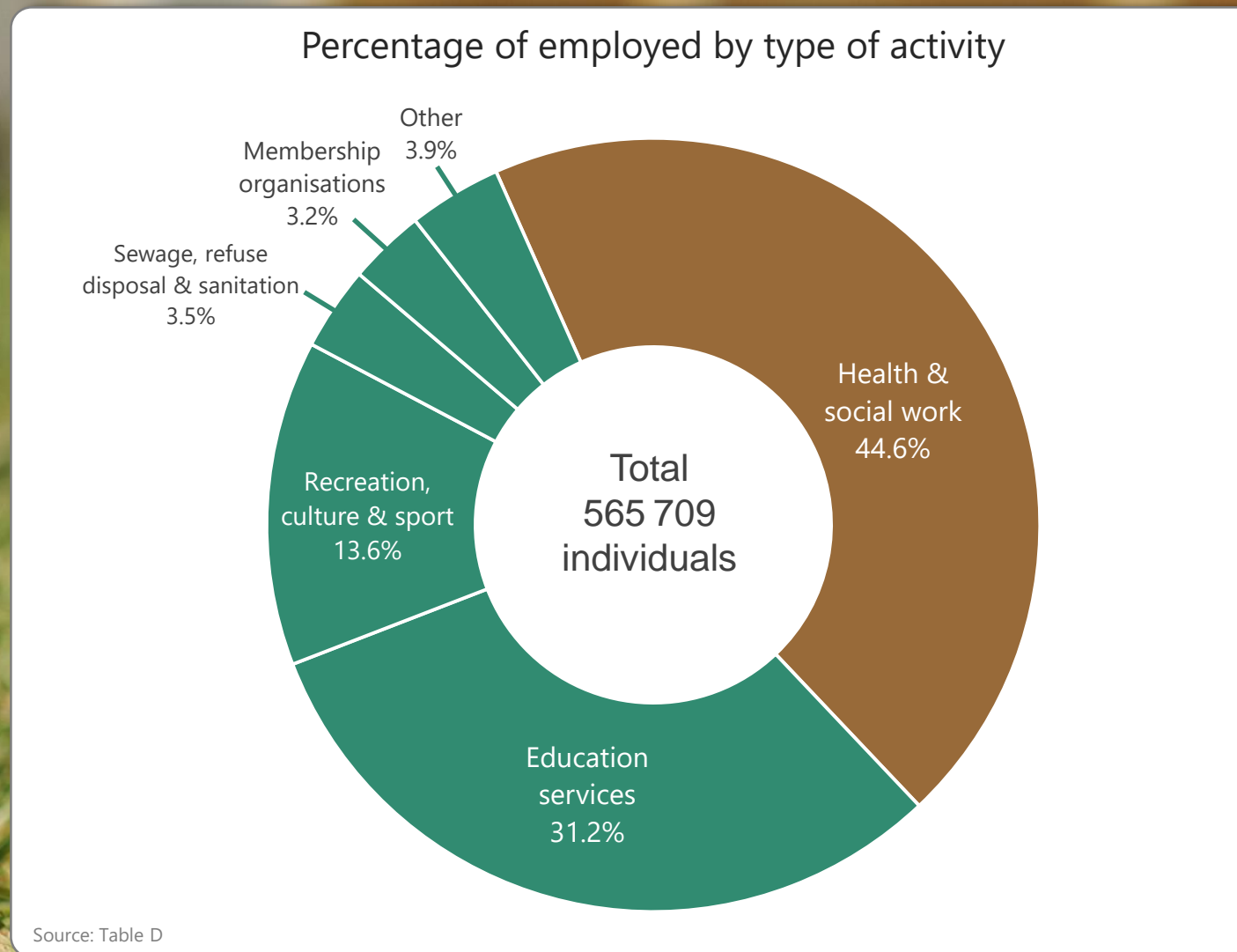


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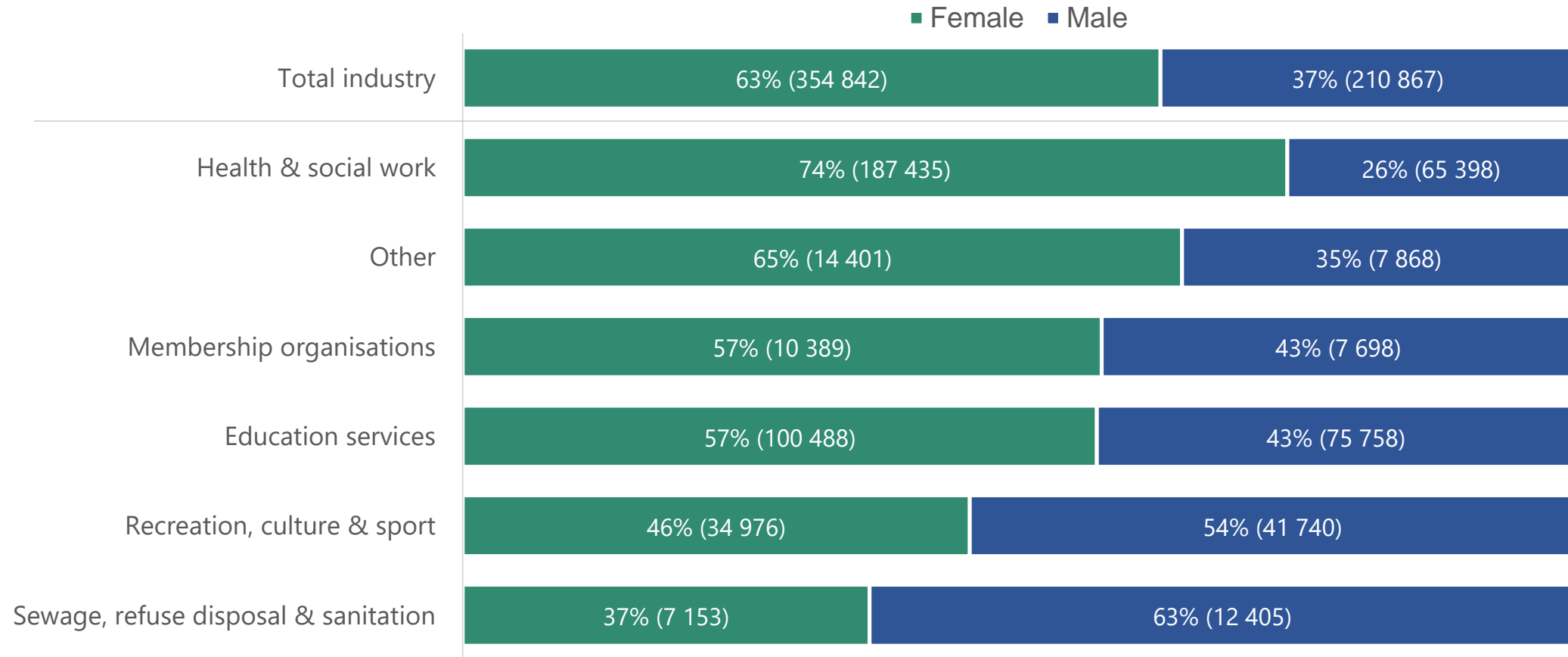


Health & social work accounted for **44,6%** of the personal services workforce in 2023



Women occupied **63%** of jobs in the personal services industry

Employment by type of activity and gender, 2023



Source: Table 13



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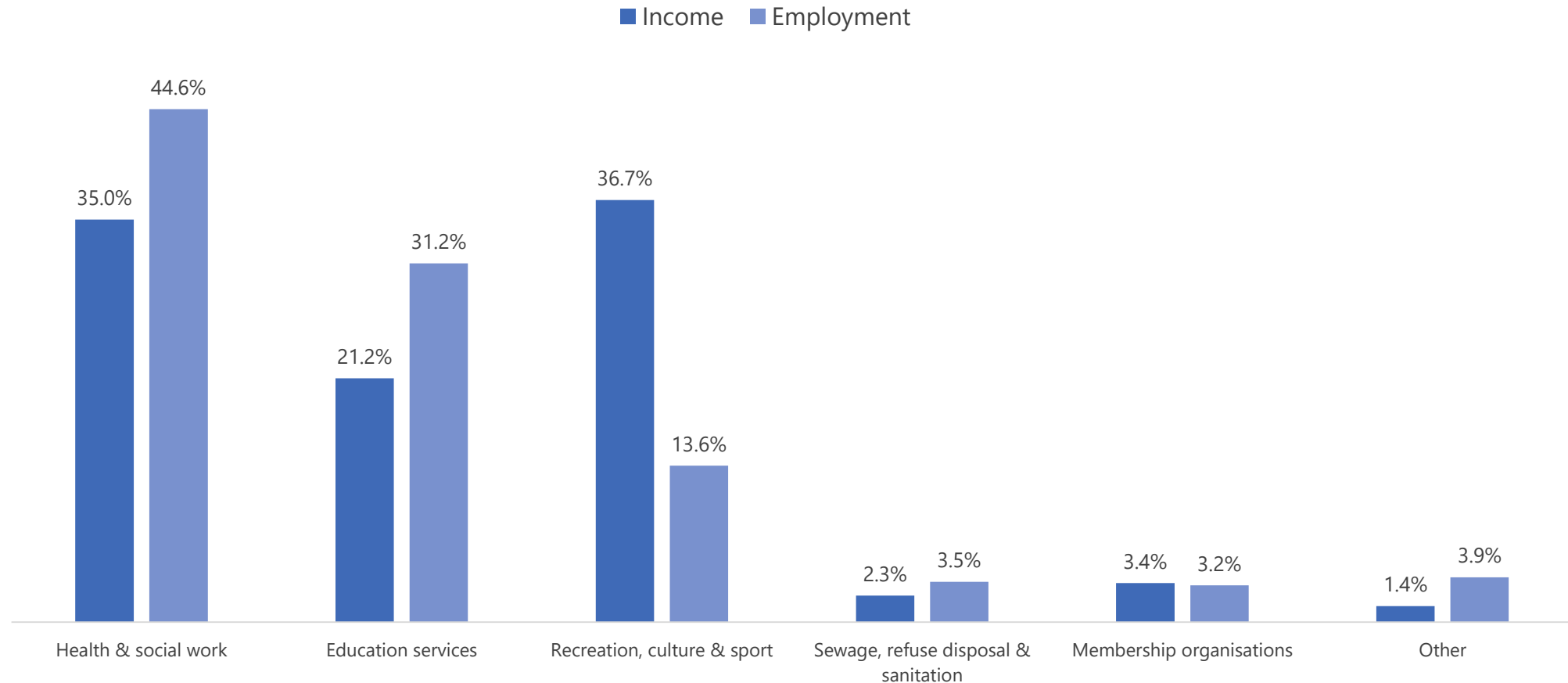
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Health & social work accounted for **35,0%** of income and **44,6%** of employment

Percentage contribution of income and employment by type of activity in the personal services industry, 2023



Source: Figure 1



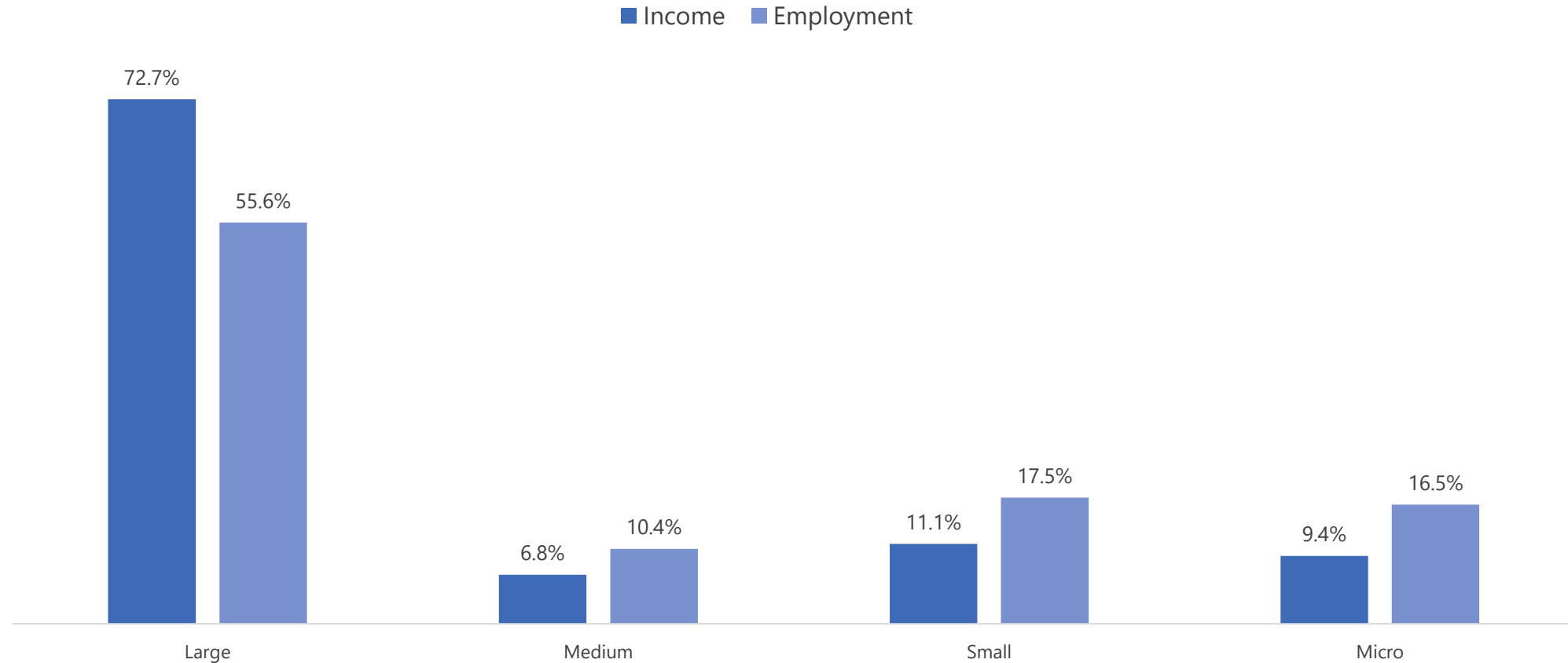
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SMMEs accounted for **27,3%** of income and **44,4%** of employment

Percentage contribution of income and employment by enterprise size, 2023



Source: Figure 2



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3. Activities



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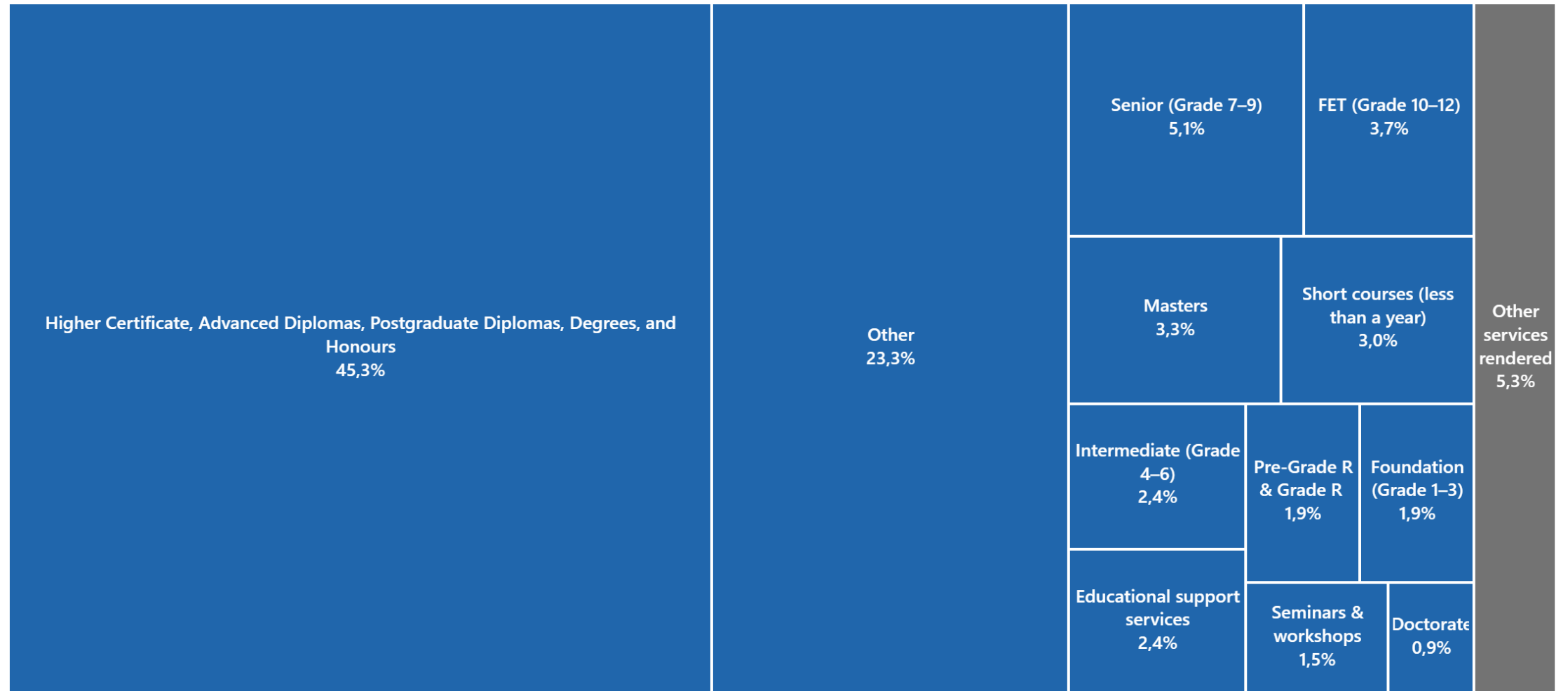
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Breakdown of income from services rendered: **Education services**

Total: R76,2 billion

● Education services ● Other services rendered



A more detailed breakdown is available in Table 16



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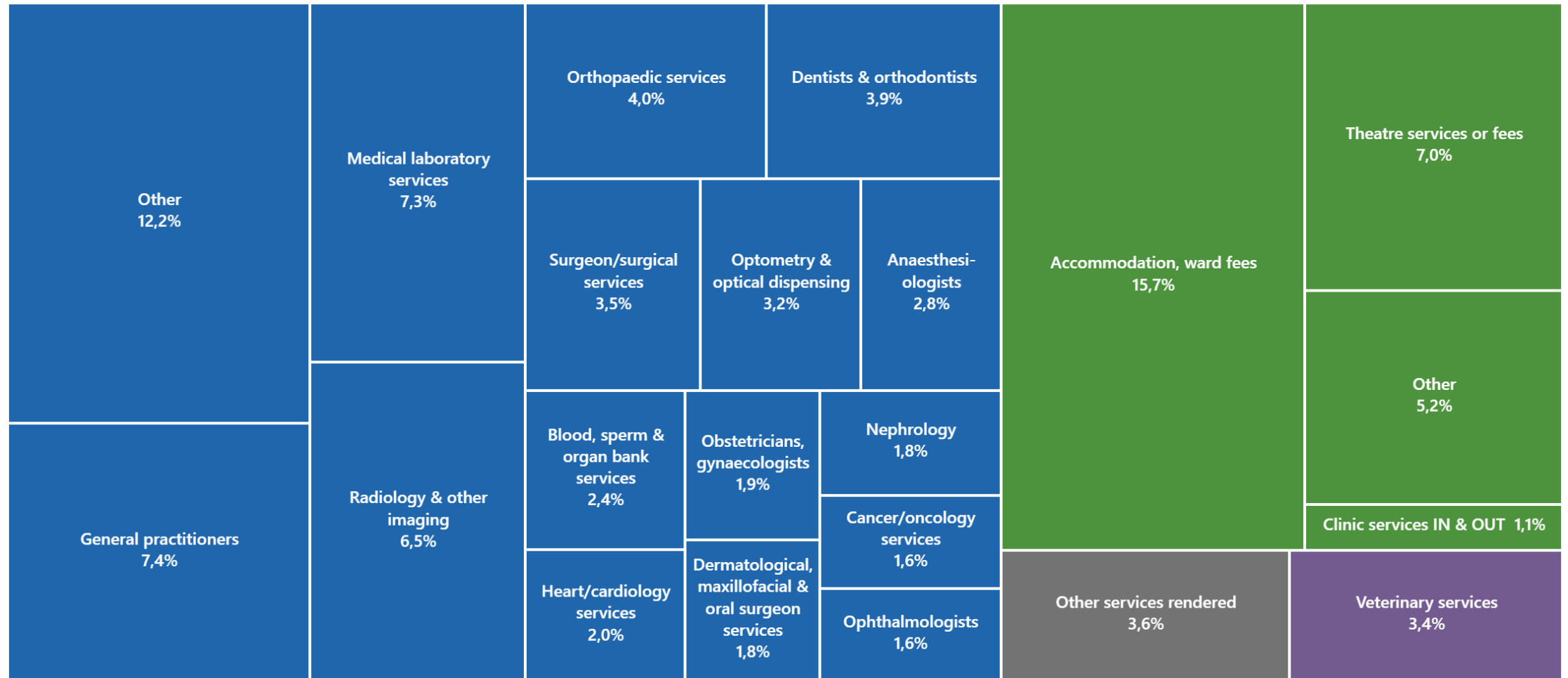
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Breakdown of income from services rendered: **Health services**

Total: R199,7 billion

● Hospital services
 ● General and specialised medical services
 ● Veterinary services
 ● Other services rendered



A more detailed breakdown is available in Table 17



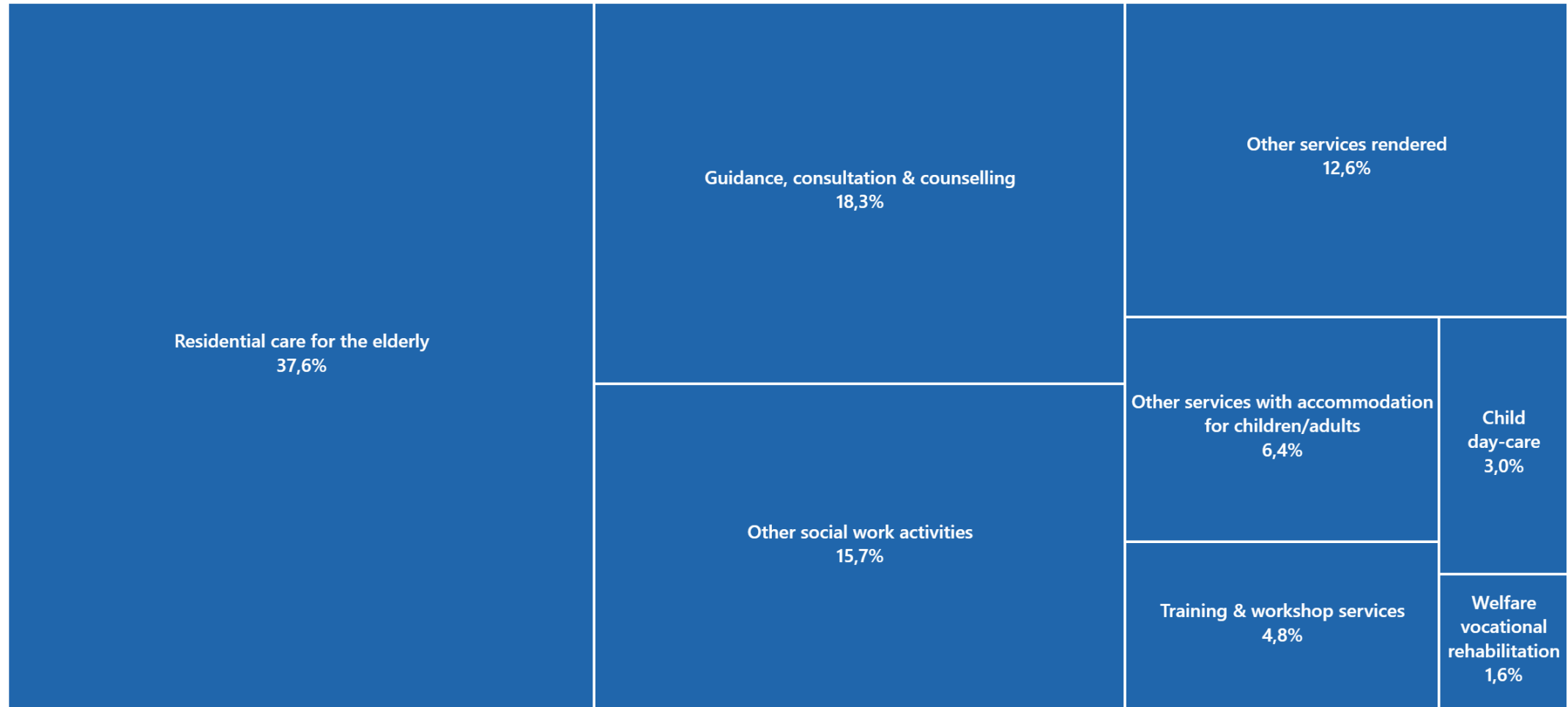
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Breakdown of income from services rendered: **Social work**

Total: R9,2 billion



Source: Table 18



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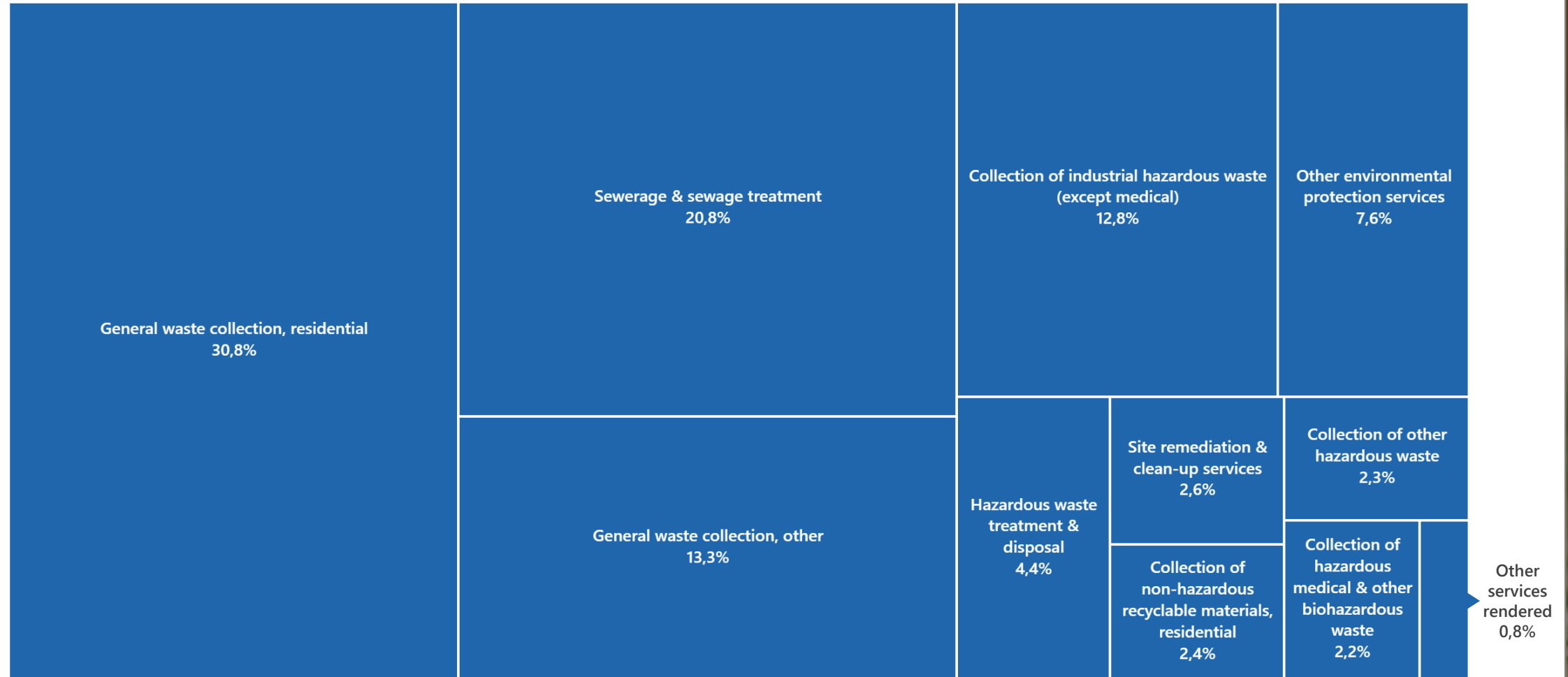
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Breakdown of income from services rendered: **Sewage, refuse disposal & sanitation**

Total: R12,8 billion



Source: Table 19



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Breakdown of income from services rendered: **Membership activities**

Total: R17,9 billion



Source: Table 20



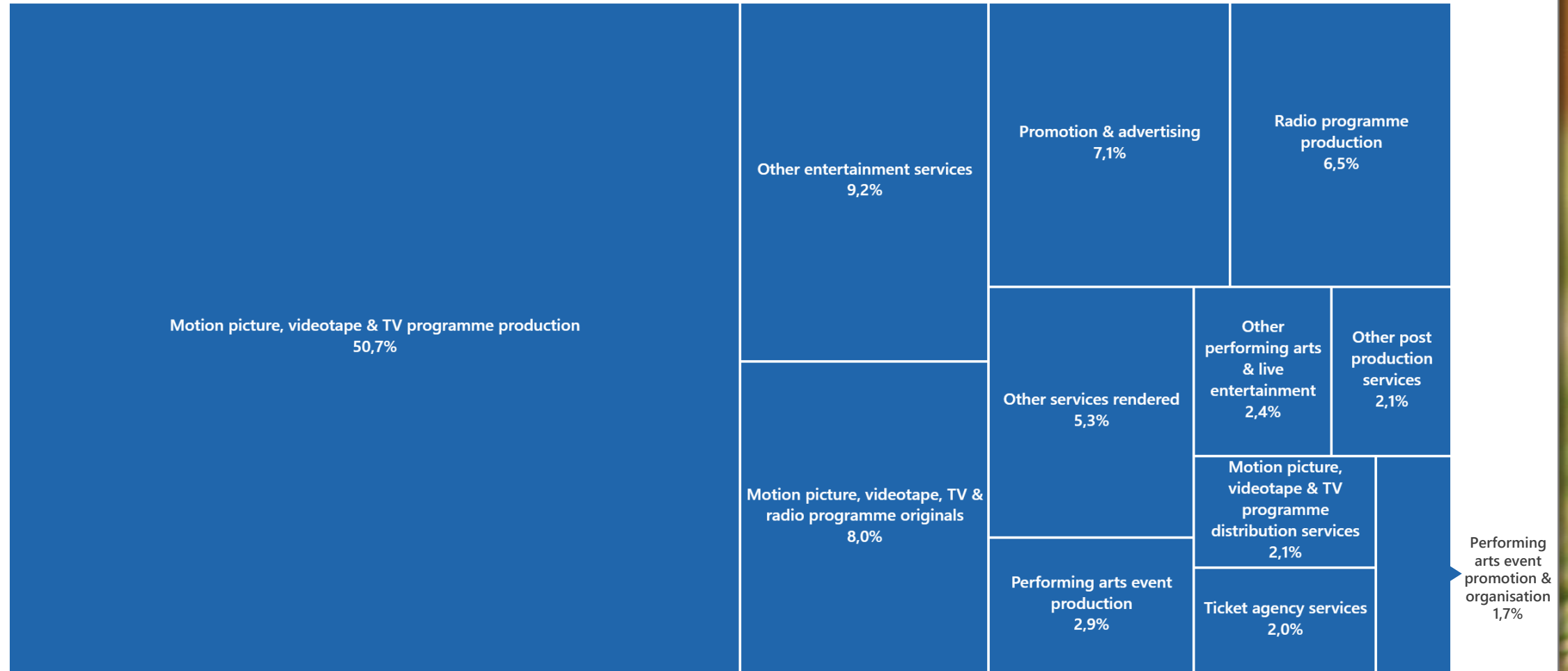
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Breakdown of income from services rendered: **Entertainment**

Total: R21,6 billion



Source: Table 21



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Breakdown of income from services rendered: **Libraries, archives, museums, historical sites, botanical gardens & nature reserves**

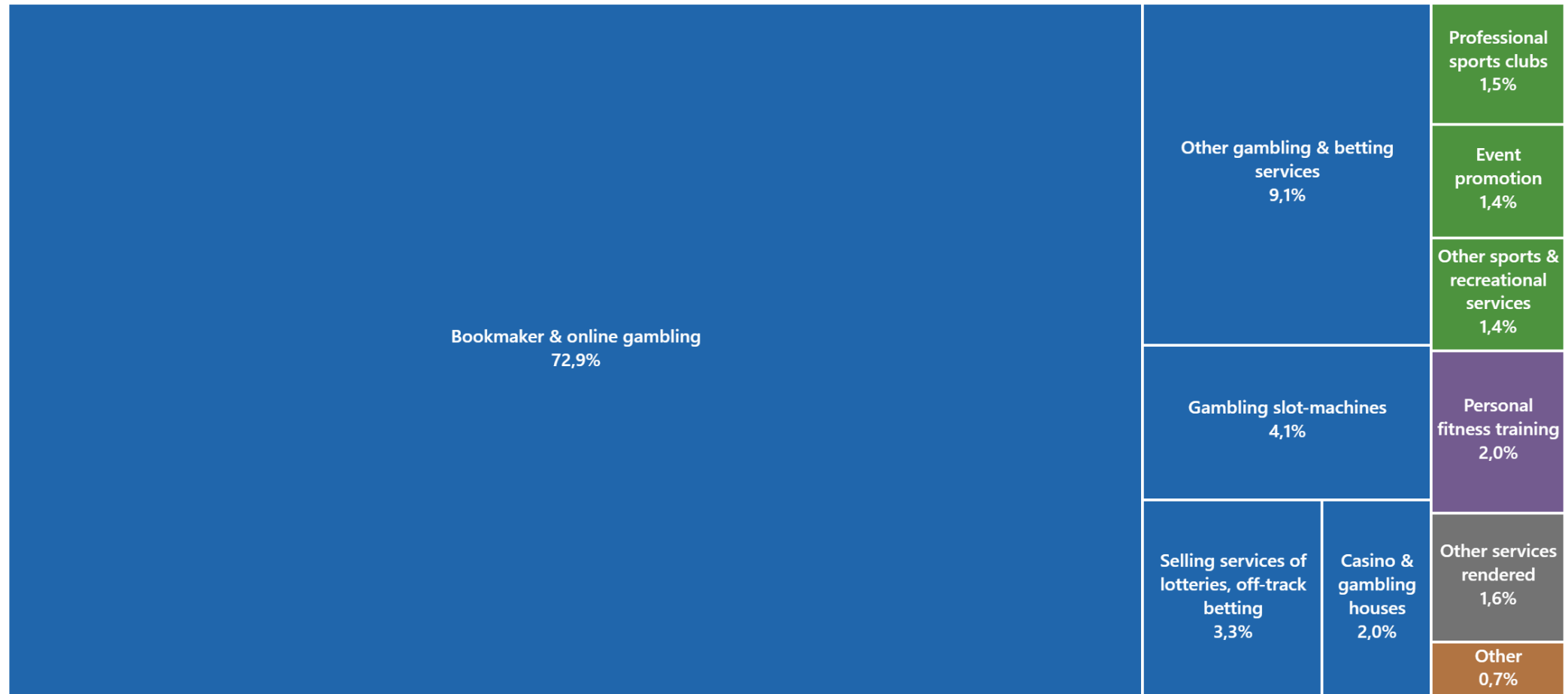


Source: Table 22

Breakdown of income from services rendered: **Sporting & other recreational activities**

Total: R209,1 billion

● Sports services ● Gambling & betting ● Personal fitness trainer services ● Other sporting & recreational services ● Other services rendered



Source: Table 23



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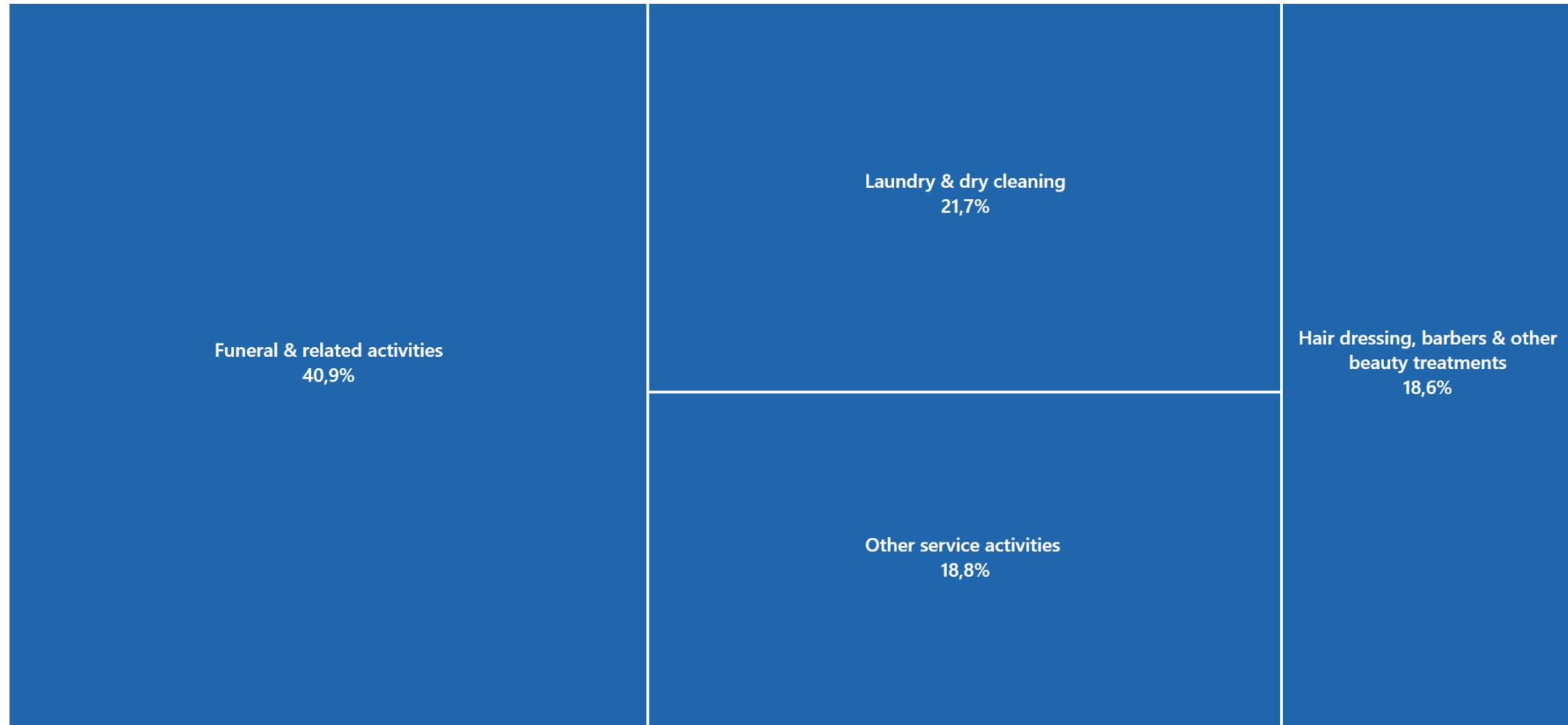
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Breakdown of income from services rendered: **Other service activities**

Total: R8,2 billion



Source: Table 24



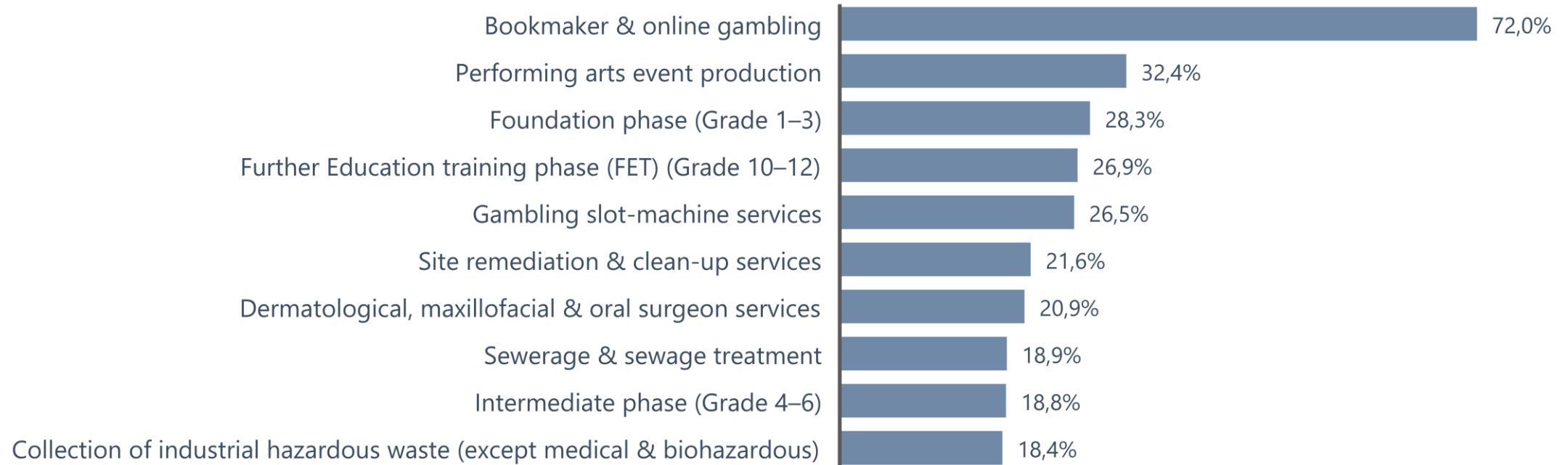
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Bookmaker & online gambling services recorded the most significant rise in the 2018–2023 period

Services that recorded the largest **increases** in income from services rendered
Annualised percentage change



Excludes 'other' categories Source: Tables 16–24



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Hazardous waste treatment & disposal recorded the most significant decline in the 2018–2023 period

Services that recorded the largest **decreases** in income from services rendered

Annualised percentage change



Excludes 'other' categories Source: Tables 16–24

A soccer ball is positioned in the center of the frame, resting on a green grassy field. The ball is white with black and blue patterns. The background is a blurred green field.

Overview (2023)

- The industry generated R688 billion in income, representing a rise of 12,5% annually since 2018.
- 'Recreation, culture & sport' grew the fastest, accounting for the bulk of total income in 2023.
- At a more granular level, 'bookmaker and online gambling services' recorded the largest rise in income since 2018.
- The personal services industry has become more concentrated.
- The overall profit margin for the personal services industry declined in 2023 compared with 2018.
- The workforce grew by 2,5% annually since 2018, with education services and health & social work creating the most jobs.
- In 2023, women occupied almost two-thirds of jobs in the personal services industry.



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Personal services
industry
2023

Thank you!

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