NATIONAL CONSUMER COMMISSION

a member of the dtic group

SELECT COMMITTEE ON ECONOMIC DEVELOPMENT AND TRADE

Briefing on the 2026/27 Annual Performance Plan

NATIONAL CONSUMER COMMISSION

28 OCTOBER 2026

OUTLINE


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LEGISLATIVE MANDATE

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LEGISLATIVE MANDATE

- The purpose of the CPA is, amongst others to promote and advance the social and economic welfare of consumers in South Africa generally, and in particular:
  - low-income persons or persons in low-income communities;
  - those persons who live in remote, isolated or low-density areas;
  - minors, seniors or other vulnerable consumers, and
  - those that are illiterate, vision impaired or with limited fluency in the language the information is presented;
  - Protect consumers from unconscionable, unfair, unreasonable, unjust or otherwise improper trade practices; and
  - Promote a fair, accessible, and sustainable marketplace for consumer products and services, and establish national norms and standards relating to consumer protection.
- Furthermore, the CPA seeks to promote a fair, accessible, and sustainable marketplace for consumer products and services and to establish national norms and standards relating to consumer protection.
- CPA provides for improved standards of consumer information, prohibits certain unfair marketing and business practices, promotes responsible consumer behaviour and promotes a consistent legislative and enforcement framework relating to consumer transactions and agreements.
- The NCC has concurrent jurisdiction on consumer protection matters with the provincial consumer affairs offices.
- The NCC's mandate is supported by mediators/ Sector Ombuds being Motor Industry Ombuds of South Africa (MIOSA) and Consumer Goods and Services Ombuds (CGSO).

KEY HIGHLIGHTS 2025/26

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KEY HIGHLIGHTS 2025/26-SUMMARY

- The NCC obtained redress for consumers to the amount of R18,4 million through the resolution of 547 matters during the three quarters.
- In addition, through the settlement with We Buy Cars, secured the creation of 300 jobs in the next five years valued at between R180 Million and R195 Million.
- The NCC prevented non-compliant imported CTFL goods to value of R4,5 million (83 consignments) from entering the South African market.
- 17 matters were decided in favour of the NCC and administrative fines to the value of R8,8 million were imposed on 9 suppliers.
- 16 Ponzi schemes have investigated, resulting in preservation order of R4,5 Million and forfeiture order of more than R9 Million.
- 169 Compliance Notices were issued against suppliers of non-compliant goods. These include expired food, no date markings, non-display of prices, and not honouring the general terms and conditions of sale.

Measures	Number of Matters	Redress
Redress to Consumers - Cases finalised through complaints resolution and investigation activities.	530	R7 078 249,42
Redress to Consumers - Cases finalised through further enforcement action.	17	R11 283 504,00
Non-compliant Clothing, Textile, footwear and Leather products prevented from entering the country	83	R4 547 701,21
Scams and Ponzi Schemes investigated	16	
Preservation orders- Scams and Ponzi Schemes	1	R4 508 940.39
Forfeiture Orders- Scams and Ponzi Schemes	1	Over R9 Million
Administrative fines imposed	11	R8 860 000,00
Product safety recalls administered	95 out of 98	
Successful prosecution of matters before the Tribunal and court	19 out of 23	

KEY HIGHLIGHTS 2025/26-SUMMARY

MATTERS RESOLVED BY THE NCC INVESTIGATION AND COMPLAINTS DIVISION

Summary of matters resolved and total value

TOTAL MATTERS RESOLVED
530
matters resolved

TOTAL VALUE
R7.08 million
total value of matters

NATURE OF MATTER	TOTAL VALUE (R)	NUMBER OF MATTERS
Alternative Power Supply	264,779.21	6
Automotive	4,463,925.58	42
e-Commerce	14,699.00	2
Education	2,998.97	1
Financial Services	40,756.76	2
Fraudulent transactions	7,100.00	2
Household	57,903.00	8
Motor vehicle tracking	5,937.68	3
Telecommunications	2,073,256.80	455
Timeshare	16,250.00	1
Transportation	18,675.00	3
Travel & Leisure	111,967.42	5
GRAND TOTAL	**R7,078,249.42**	**530**

NCC ENFORCEMENT HIGHLIGHTS

LANDMARK TRIBUNAL & COURT OUTCOMES | 2025/26

17 CASES FINALISED
Tribunal & Court Matters

4 APPEALS SUCCESSFULLY DEFENDED
High Court Appeals Won

2 MAJOR CONSENT ORDERS
Settlement Agreements Confirmed

R8.86 MILLION ADMINISTRATIVE FINES IMPOSED

MOTOR INDUSTRY CASES (12 MATTERS)

1. We Buy Cars
2. Cartrack
3. Wingfield Motors
4. Kia East Rand
5. Sandton Repo Cars
6. Nolly Motors
7. TM Cars
8. Emerald Auto
9. Cape Rover Parts
10. Avura Motors
11. CMH Mahindra
12. Motors & More

OUTCOMES
- Consumer refunds secured
- Administrative fines imposed
- Defective vehicles refunded
- High Court decisions upheld

OTHER KEY MATTERS (5)

DROOM TROUE — Misleading promotional competition

LEATHER GALLERY — Defective furniture

TECHSUN SOLAR — Unsafe solar installation

REBOOT RETREAT — Unfair cancellation policy declared unlawful

MAJOR SETTLEMENTS & CONSUMER REDRESS

WE BUY CARS
- R3.42 million refunds
- 31 consumers
- R2.5 million administrative fine
- 300 new jobs over 5 years

CARTRACK
- R5.10 million refunds
- 82 consumers
- R5 million administrative fine
- Billing reforms implemented
- Contract cancellations
- CPA compliance improvements

TOTAL REDRESS
FOR 17 MATTERS RESOLVED
R11 283 504,11

ALL 17 MATTERS RESOLVED

1. Droom Troue
2. Cape Rover Parts
3. Leather Gallery
4. Nolly Motors
5. TM Cars
6. Wingfield Motors
7. Lambons (High Court)
8. Kia East Rand
9. Avura Motors (Appeal)
10. Sandton Repo Cars (Appeal)
11. Emerald Auto
12. Motors and More
13. Techsun Solar South Africa
14. We Buy Cars (Consent Order)
15. Reboot Retreat (Pty) Ltd
16. CMH Mahindra
17. Cartrack (Consent Order)

KEY ACHIEVEMENTS

- Consumer refunds secured
- Administrative fines imposed
- Supplier conduct declared prohibited
- High Court appeals successfully defended
- Consent orders strengthened consumer Protection
- Improved compliance with the Consumer Protection Act

PROTECTING CONSUMERS | ENFORCING COMPLIANCE | PROMOTING FAIR BUSINESS PRACTICES

KEY HIGHLIGHTS 2025/26-SUMMARY

CONSUMER REDRESS OUTCOMES

Financial relief delivered to consumers through effective dispute resolution

22 975 Total complaints resolved (2025/26)

R81.8 million Total consumer redress achieved (2025/26)

9 326 MIOSA cases resolved (2025/26)

13 649 CGSO complaints resolved (2025/26)

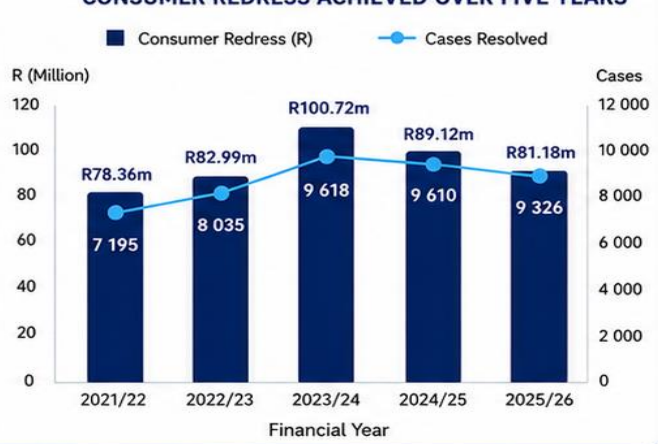
MIOSA

Delivering financial relief to consumers in the automotive industry

9 326 Cases resolved in 2025/26

R81.8 million Consumer redress achieved in 2025/26

Financial relief delivered to consumers through effective dispute resolution



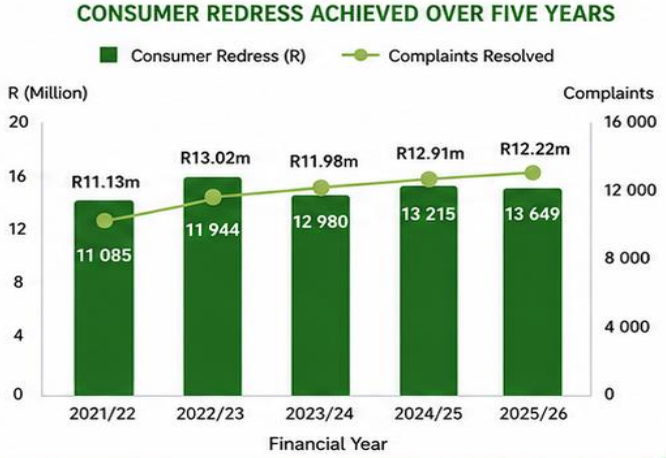
CGSO

Protecting consumer rights and promoting fair business practices

13 649 Complaints resolved in 2025/26

R12.22 million Consumer redress achieved in 2025/26

Protecting consumer rights and promoting fair business practices through dispute resolution



KEY TAKEAWAYS

- Consistent delivery of substantial financial relief to consumers over the past five years.
- Strengthening consumer confidence, protecting consumer rights, and promoting fair business practices.
- Demonstrating the effectiveness of alternative dispute resolution in delivering accessible, efficient and equitable outcomes.

CHALLENGES IN THE CONSUMER MARKET



CHALLENGES IN THE CONSUMER MARKET

- Illicit and counterfeit goods in the market costing the economy over R100 billion per year.
- Unsafe and substandard goods.
- Unfair terms and conditions in contracts.
- Lack of consumer awareness.
- Unwanted direct marketing.
- Financial loss for consumers.
- Health and safety risks resulting in loss of life in some cases.
- Erosion of trust in the marketplace and Increased consumer complaints.
- Consumers being unable to defend their rights and do not know where or how to report violations.
- Consumers may be pressured into purchasing goods or services they do not need or cannot afford.

STRATEGIC OBJECTIVES, APP CHANGES AND 2026/27 TARGETS

STRATEGIC OBJECTIVES

The NCC set out the following strategic objectives:

- Contribute to the Government's industrialisation goals.
- Curb prohibited conduct.
- Address the high cost of living.
- Efficient delivery of services.

To achieve these strategic objectives, the NCC identified the following programmes:

- Contribution to Government industrialisation goals;
- Curbing prohibited conduct;
- Education and awareness; and
- Improving service delivery efficiencies.

PRIORITY AREAS

The NCC's focus is on priority areas as indicated below.

- Unsafe and expired foods;
- Second-hand automotive industry;
- Unfair and unreasonable pricing of goods and services;
- Unfair and unreasonable terms and conditions;
- Non-compliant Clothing, Textile, Footwear and Leather goods (CTFL);
- Market monitoring of low-quality and substandard locally produced or imported goods;
- False claims on carbon friendly goods (green washing);
- Scams and Ponzi schemes; and
- E-commerce.

CHANGES TO THE ANNUAL PERFORMACE PLAN

- The NCC, in consultation with Ministry, reviewed the targets for the 2026-2027 as incorporated in the strategic plan for 2025-2030.
- Most of the targets were found to be operational in nature.
- As a result, some of the targets for 2025/26 financial year were not included in the 2026/27 Annual Performance Plan.
- Such targets have been included in the 2026/27 annual operational plan.

TARGETS TO BE INCLUDED IN THE ANNUAL OPERATIONAL PLAN

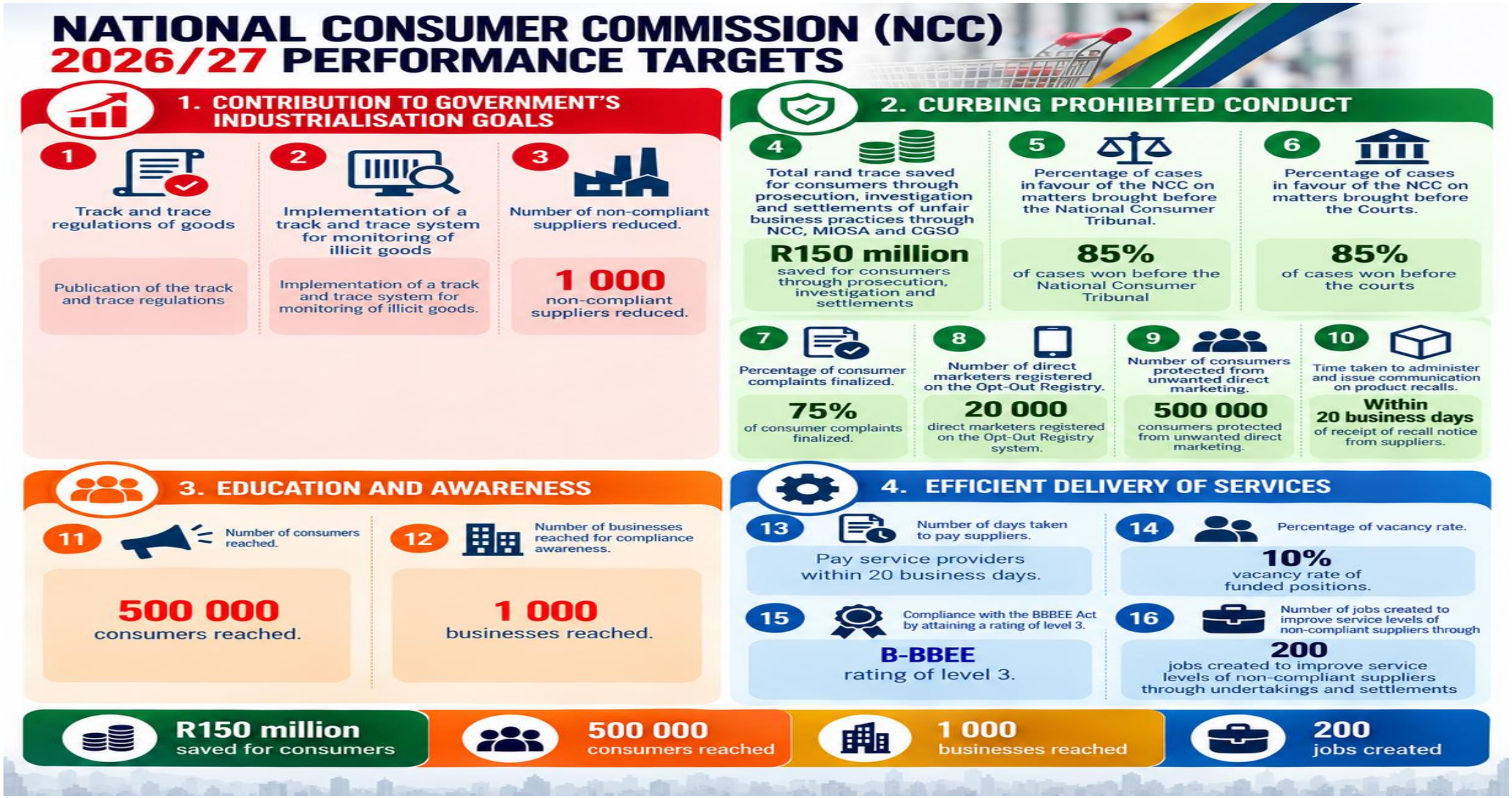
KPI No.	Output	Output Indicator	Target 2026/27	Programme
1	Competitive and compliant industrial parks for development of local industries.	Number of business education programmes targeted at companies in industrial parks conducted to ensure compliance with the CPA.	20 business education programmes targeted at companies in industrial parks conducted.	**Education and Awareness**
2	Increasing skills and work experience for the economy.	Number of interns placed by the NCC, accredited ombud schemes, MIOSA, CGSO, and other partners.	20 interns placed by the NCC, accredited ombud schemes, MIOSA, CGSO, and other partners.	**Contribution to Government's Industrialisation Goals**
3	Decrease in the value of illegal imports and illicit trade in key focus areas (or sectors).	Time taken to finalize investigations into Ponzi schemes, AI and fake reviews on digital platforms for goods and services, and fraudulent activities to prevent exploitation of vulnerable populations.	Finalize investigations into Ponzi schemes, AI and fake reviews on digital platforms for goods and services, and fraudulent activities within 60 business days.	**Curbing Prohibited Conduct**
4	Minimized harm to consumers caused by unsafe or defective goods and exploitative supplier practices.	Number of high-impact investigations initiated.	20 high-impact investigations initiated.	**Curbing Prohibited Conduct**
5	Minimized harm to consumers caused by unsafe or defective goods and exploitative supplier practices.	Number of high-impact investigations finalized.	20 high-impact investigations finalized.	**Curbing Prohibited Conduct**
6	Minimized harm to consumers caused by unsafe or defective goods and exploitative supplier practices.	Percentage of energy-related and false claims about environmentally friendly (carbon-neutral) products complaints finalized within a specified period.	Finalize 90% of energy-related and false claims about environmentally friendly (greenwashing on carbon neutrality) products complaints within 6 months.	**Curbing Prohibited Conduct**
7	Enhanced public knowledge and understanding of the CPA.	Number of consumer education and awareness programmes conducted in rural and township areas.	80 consumer education and awareness programmes targeted at consumers conducted in rural and township areas.	**Education and Awareness**
8	Enhanced public knowledge and understanding of the CPA.	Number of business education and awareness initiatives conducted.	40 business education and awareness programmes targeted at SMMEs and informal businesses conducted.	**Education and Awareness**
9	More efficient, predictable, and sustainable local economic environment through harmonised consumer protection interventions.	Number of advocacy interventions in municipalities for industrial development and SMME support.	52 advocacy interventions in municipalities.	**Education and Awareness**
10	Enhanced collaboratioe with regulatory bodies (national and provincial authorities) to improve regulatory outcomes for consumers.	Percentage availability of the complaints-handling e-Service System and Website.	95% availability of the complaints-handling e-Service System and Website.	**Efficient Delivery of Services**
11	Mobile unit to increase brand awareness, enhance visibility, expand reach, and create direct engagement with consumers, particularly in rural communities.	A functional mobile unit to increase brand awareness, enhance visibility, expand reach, and create direct engagement with consumers, particularly in rural communities.	A functional mobile unit to increase brand awareness, enhance visibility, expand reach, and create direct engagement with consumers, particularly in rural communities.	**Education and Awareness**

CHANGES TO THE APP (NEW TARGETS)

The targets have been reviewed as indicated below:

- Focus on removal of non-compliant goods from the market through the development of track and trace system -
  - In 2026-2027, the focus is on the development of track and trace system/regulations.
  - From 2027-2028, the target will be to remove at least R500 million to R1 Billion non-compliant goods.
- Targets/ for successful prosecution have been retained, however, they have been split between the National Consumer Tribunal and the Courts.
- The target for resolution of 75% of the complaints received has been maintained as a commitment for the NCC to finalise the majority of the cases received during the year. This is necessary to continuously measure performance and impact.
- Opt-out Registry remains a key priority.
- The target on product recalls also remain with shorter turnaround times. This is to ensure that unsafe products are removed from the markets.
- Focus on Advocacy as required by the CPA to target vulnerable consumers.
- The APP also focuses on job creation through the placement of interns and jobs committed through settlements.

APP TARGETS 2026-2027



KEY DEVELOPMENTS

KEY DEVELOPMENTS

Landmark Judgements which will impact the work of the NCC

Aletta Catereina Van Niekerk vs FirstRand Bank Ltd (Case number 065/2024)

- The Supreme Court of Appeals ruled that a bank/financer in a credit agreement is both a supplier under the CPA and a credit provider under the Credit Agreement Act. Where goods are defective, consumers may cancel such credit agreements and claim refunds of instalments paid. The NCC can now cite banks/financiers before the Tribunal in defective goods cases.

Sandton Repo Cars (Pty) Ltd vs NCC and Others

- The Pretoria High Court ruled that prescription is based on continuous conduct, not just the sale of a defective vehicle. Refusal to collect the vehicle and refund the consumer extended the unlawful conduct. Under section 116(2) of the CPA, the three-year prescription period only starts once such conduct ceases. This overturned the Tribunal's approach of calculating prescription from the date of supply.

KEY DEVELOPMENTS

Landmark Judgements which will Impact the work of the NCC

Tourvest Holdings (Pty) Ltd vs Murti (Case number 806/2024)

- A tourist was injured after falling from a safari vehicle operated by Tourvest Holdings. Tourvest relied on indemnity forms signed by Murti's partner to deny liability. The High Court found Tourvest liable for damages. The Supreme Court of Appeal upheld this ruling, dismissing Tourvest's appeal. Under the CPA, businesses cannot escape liability for negligence through blanket indemnities. The ruling strengthens consumer rights by prioritizing safety and fairness over corporate protection. Limitation of liability and indemnity of the supplier clauses must comply with the provisions of section 49 of the CPA dealing with limitation and indemnity of the supplier and section 58 of the CPA, dealing with warning concerning the fact and nature of risk.

KEY DEVELOPMENTS

Landmark Judgements which will Impact the work of the NCC

- These rulings clarify that certain matters, previously considered to be outside the CPA, do fall within its ambit, expanding the scope of the CPA.
- As a result, this significantly expands the scope for the NCC.
- To effectively respond to the expanded scope, safeguard consumer rights by addressing challenges in the marketplace as per the proposed Annual Performance Plan, the NCC can benefit from reviewed budget.

NCC'S FOCUS

THE NCC'S FOCUS

Measures required to achieve the revised APP:

- Implementation of track-and-trace system to curb the circulation of illicit goods and protect legitimate markets. This will require a Ministerial Regulation which once approved will enable the NCC to significantly tackle illicit trade.
- Enhanced market monitoring and compliance inspections to ensure businesses adhere to consumer protection standards.
- Heightened enforcement against unfair practices and unlawful contract terms, safeguarding consumers from exploitation.
- Consumer education and awareness programs, to ensure that consumers are aware of their rights.
- Establishment of the Opt-Out Registry to protect consumer privacy and ensure that consumers are not exposed to unwanted direct marketing practices.
- Contribution to job creation.
- The NCC will continue to partner with SABS, NRCS, ITAC, SAPS, the BMA, SARS, Institutions of Higher Learning and other stakeholders to ensure product safety and quality, combat illicit trade, enforce standards, monitor imports, and protect consumers while supporting fair competition for legitimate businesses.

FINANCIAL AND HUMAN RESOURCES

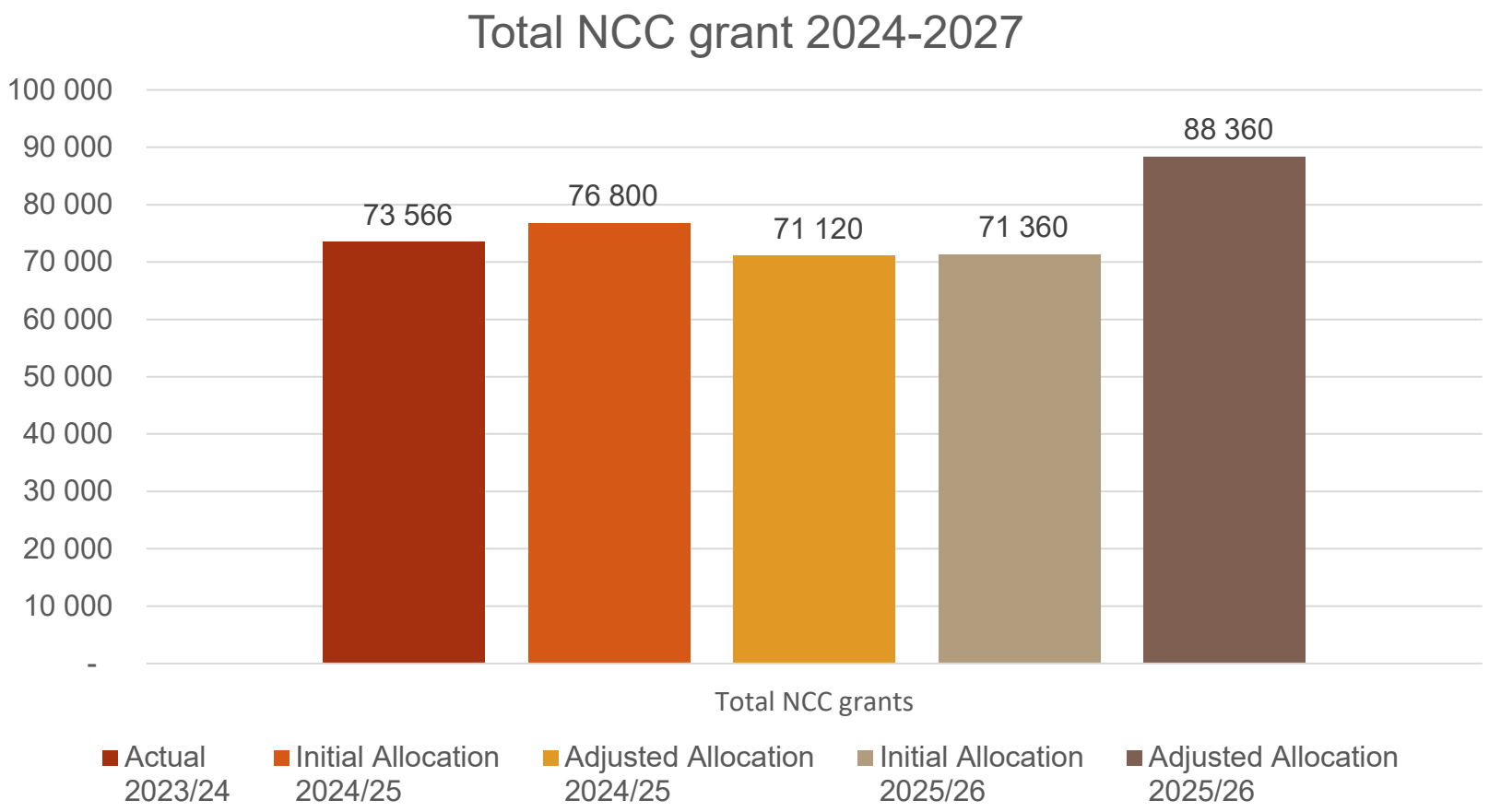
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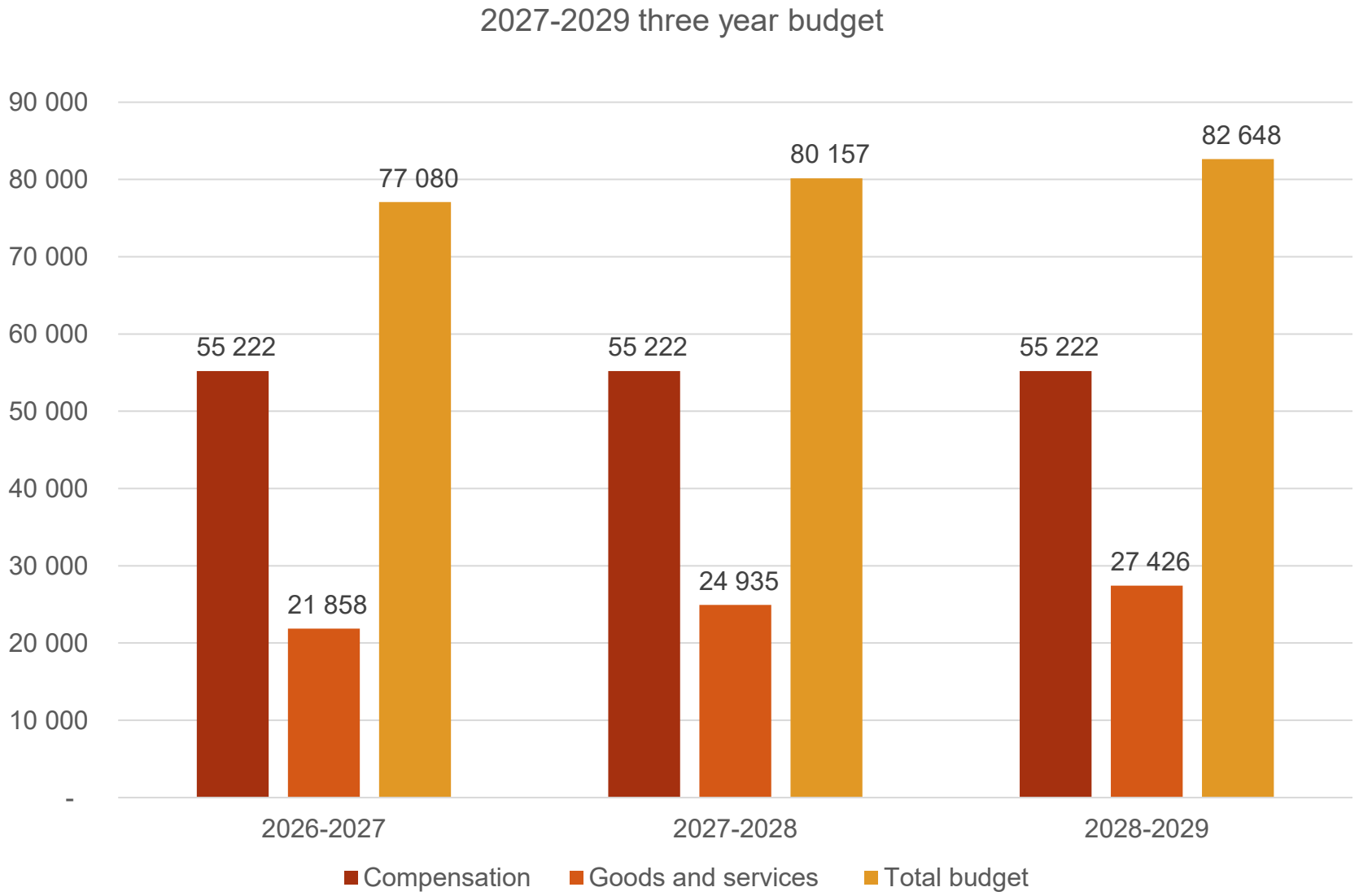
HUMAN RESOURCES

- The NCC has a total of 84 funded positions, whereas the approved organisational structure provides for a total of 182 positions to fulfil its mandate. Therefore 98 positions are unfunded due to budget constraints.
- In addition to the number of funded posts on an approved structure, the NCC has employed 28 youth graduates in its internship programme.
- The NCC's capacity with the increasing demands on the mandate remains constrained.
- The NCC in the main handles complex complaints that cannot be resolved through the Ombuds Schemes or Provincial Authorities.

HISTORICAL BUDGETS

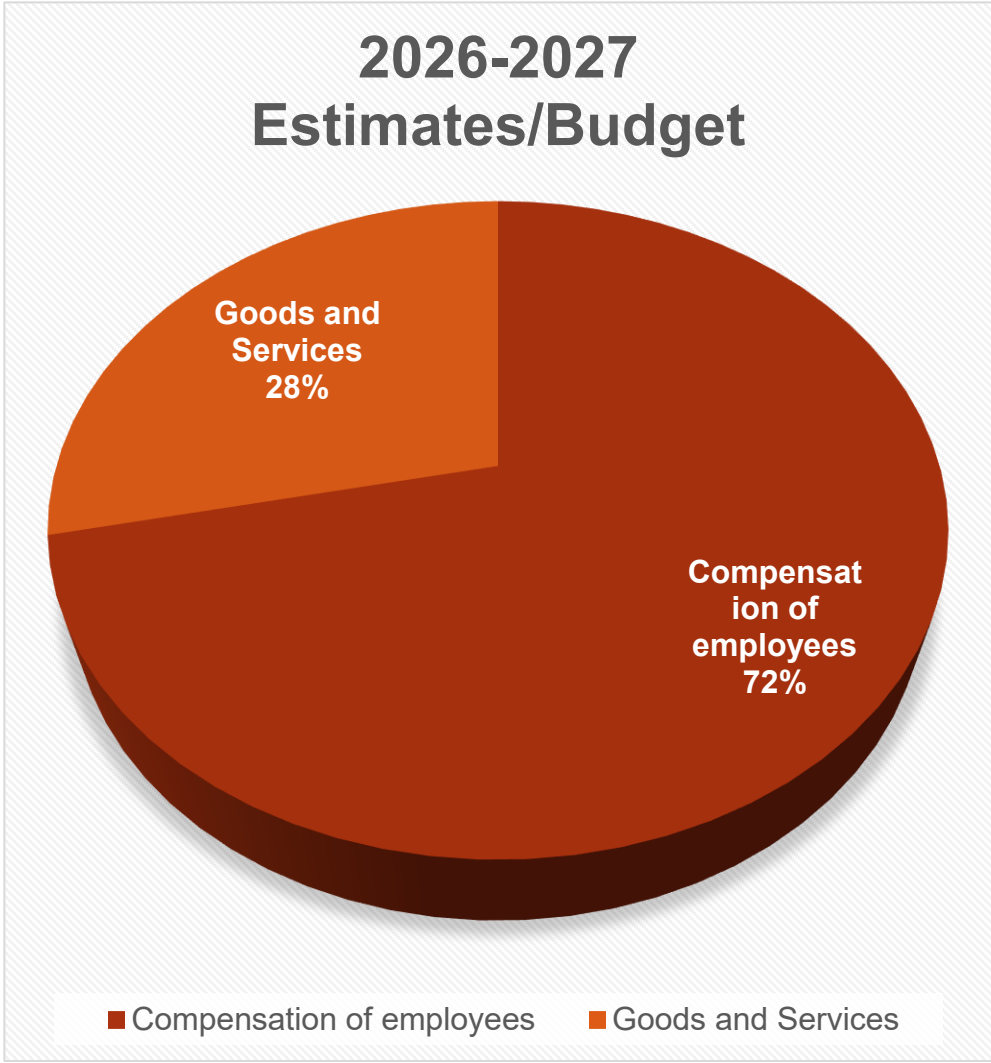


BUDGET FOR THE PLANNING PERIOD



BUDGET FOR 2026-2027 FINANCIAL YEAR

- The revenue will significantly decrease in the 2026/2027 financial year from R91,7 million (inclusive of interest) to R77 million and will remain constrained throughout the MTEF. Reliance on grants remain a significant and primary part of the budget, emphasizing the need for careful fiscal management as the budget is vulnerable to shocks. This trajectory highlights the importance of balancing the present needs with long-term fiscal health.
- During the 2025/2026 financial year, an additional grant of R17 Million was allocated to mainly mitigate against the budgetary pressures due to the growing complexity of consumer complaints, increasing number of cases in litigation, increasing product recalls and IT costs to prepare for the implementation of the Opt-Out Registry.
- The NCC faces resource constraints particularly due to the limited budget from 2026/2027 onwards. The NCC is currently developing a business case for additional funds to ensure that the NCC adequately responds to the growing mandate and to address emerging challenges in the marketplace.



OPPORTUNITIES AND EMERGING RISKS



OPPORTUNITIES

- Implementation of the Opt-Out Registry system as per section 11 of the CPA.
    - This will enable consumers to pre-emptively block any unwanted direct marketing.
    - Direct Marketers are required to consult the Registry, at a fee, to determine which consumers elected not to be contacted for the purposes of direct marketing. Contacting consumers who opted out is a contravention punishable by the CPA.
    - This will prevent unsolicited marketing but will also present an opportunity for revenue generation.
    - The process is at an advanced stage with registration of direct marketers commencing with effect from October 2026.
- Proposed *Track and Trace of Goods Regulations* to combat illicit trade.

EMERGING RISKS

- Cash flow constraints due to budget baseline reductions in comparison to prior years.
- Inadequate human resources.
- Significant number of legal matters in favour of the NCC are being appealed leading to an increase in legal costs, adding to budgetary pressures. The challenges and landmark judgements are significant to the mandate and will need a reconsideration of the budget.
- The impact of the National Consumer Commission (NCC) can be significantly enhanced through an improved and adequately aligned budget allocation.
- Improved funding will enhance the Commission's capacity to combat illicit trade, intensify advocacy initiatives, and strengthen enforcement outcomes.

CONCLUSION



CONCLUSION

- The NCC will ensure that the Opt-out Registry is successfully implemented during the financial year.
- Track and trace regulations are expected to be finalised by the end of the financial year. The regulations are an enabler for the NCC to implement or accredit track and trace systems to identify illicit goods.
- The NCC conducts market monitoring inspections throughout the country to identify illicit goods and suppliers that do not comply with the CPA. Such suppliers are either issued with compliance notices or prosecuted. The aim is to ensure that non-compliant suppliers are identified and do remedy their conduct.
- Redress to consumers is also an area of key focus. The NCC will also collaborate with MIOSA and CGSO to ensure maximum redress to consumers.
- In ensuring that consumers and suppliers are aware of their rights respectively, the NCC has improved on the advocacy programme. While physical interactions are still in use, the NCC will also intensify its efforts through the use of online platforms being used to deliver the message.
- To ensure the safety of consumers, the administration of product recalls remain a key priority to ensure that potentially unsafe products are removed from consumers or the market.
- The NCC continues to ensure that consumer complaints are resolved.

Thank you!

National Consumer Commission

South Africa

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