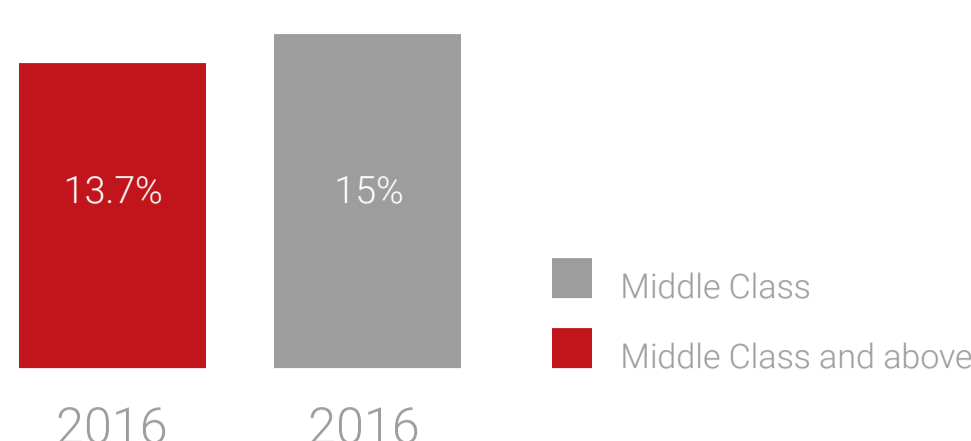


Insights into the growth of South African eCommerce with payment methods, target audiences, marketing, social media, economy and logistics all profiled

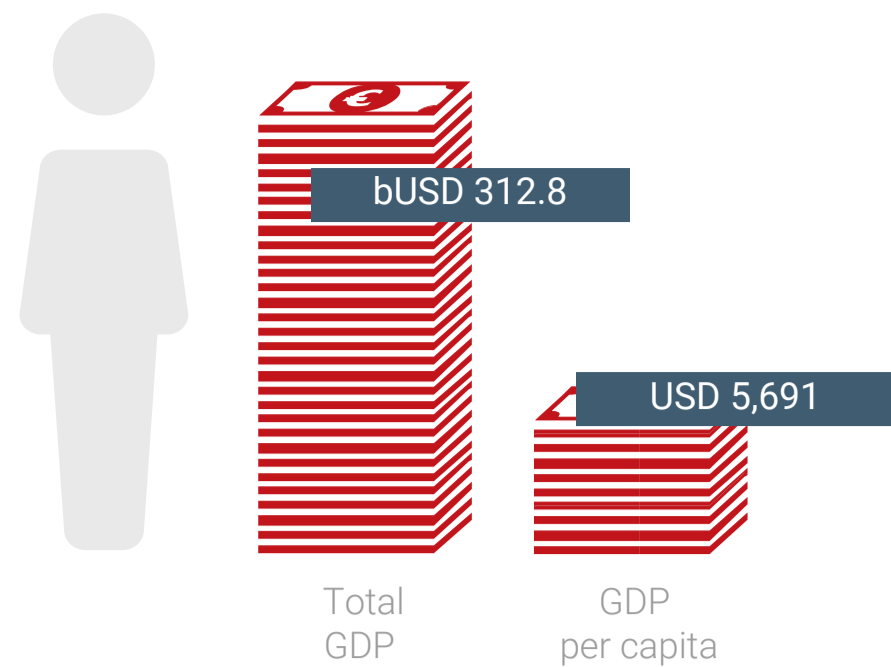


Economy

Total GDP is valued at \$312.8 billion USD. Continued economic growth in South Africa has resulted in it now being classed as an Upper Middle Income economy.



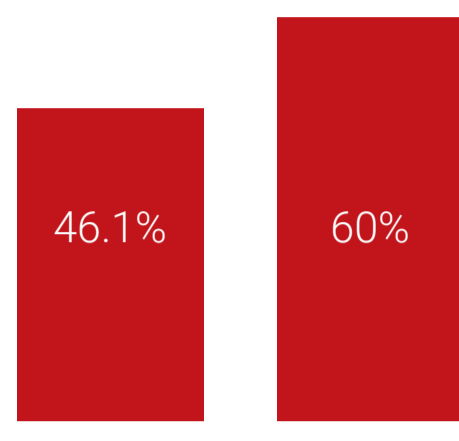
■ Middle Class
■ Middle Class and above



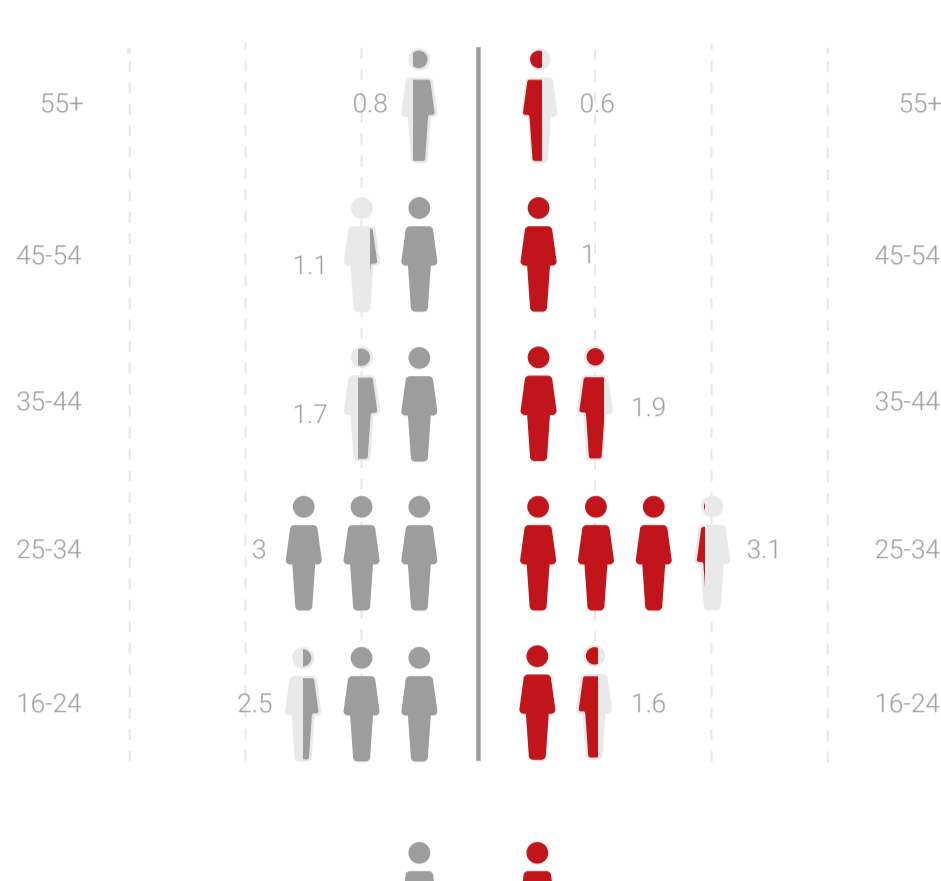
User Insights

There are currently 17.4 million eCommerce users in South Africa, with 5.8 million additional users set to shop online by 2020.

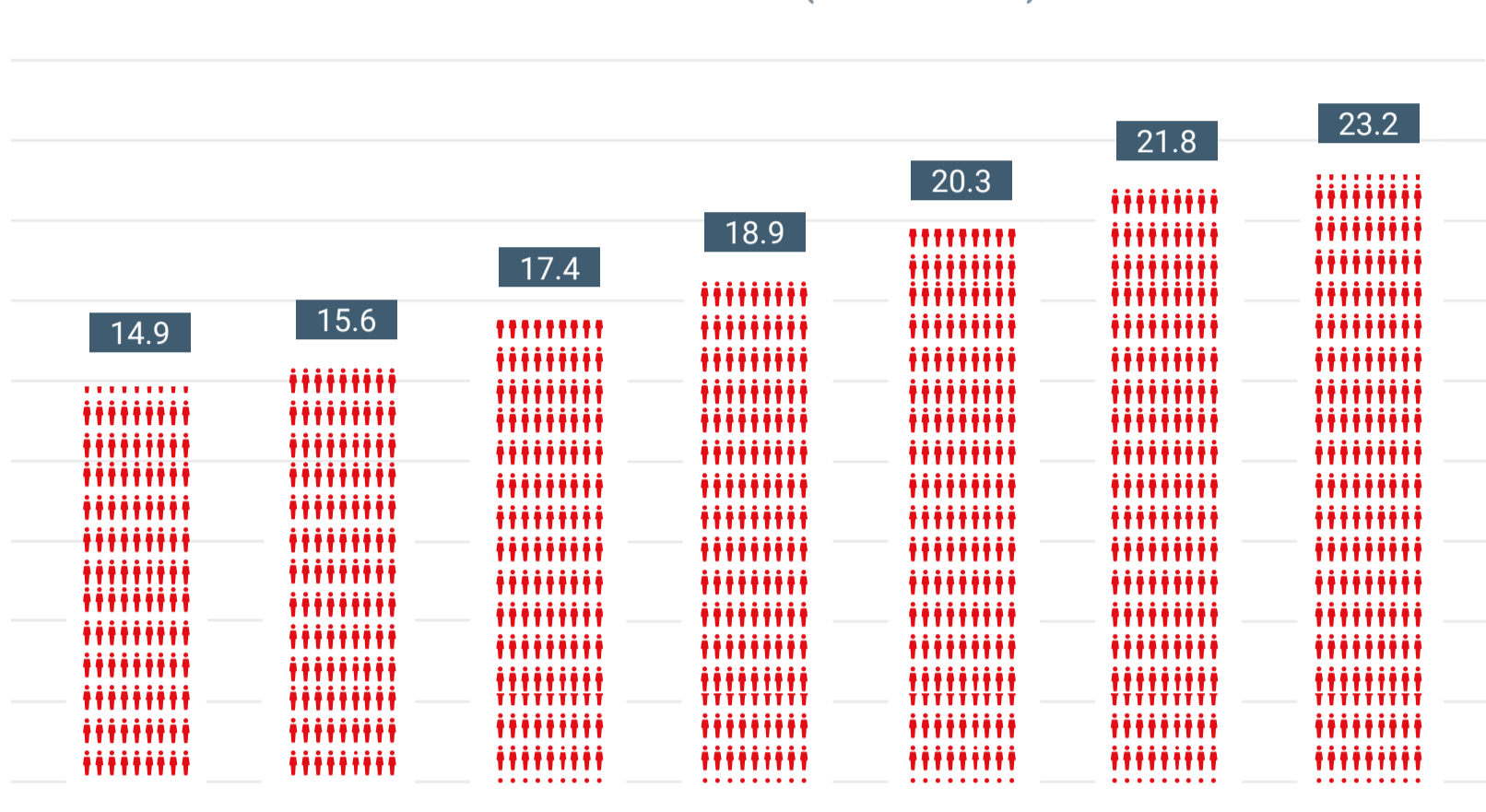
46.1% of the South African population shops online, with this expected to reach 60% by 2020.



USERS BY AGE GROUP AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS) IN 2016



NUMBER OF USERS (IN MILLIONS)

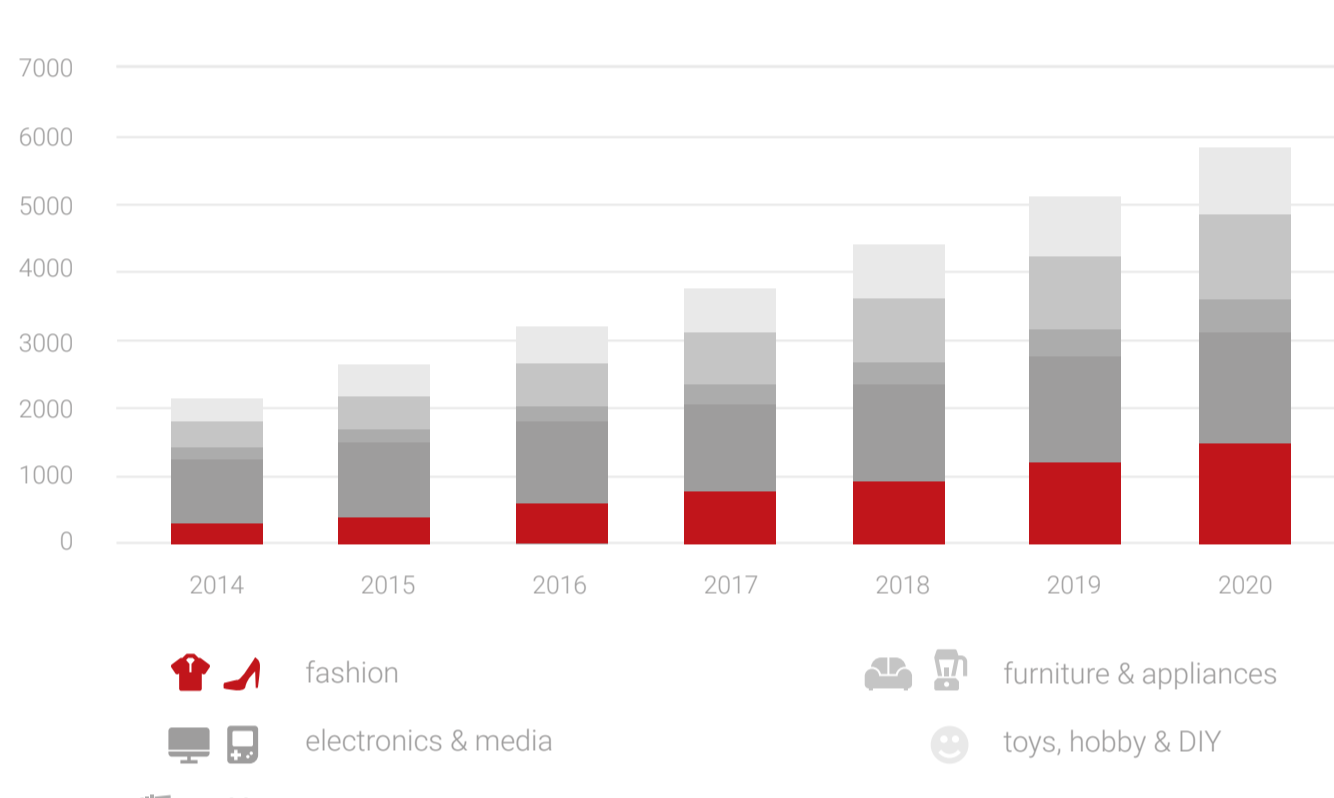


Shopping Categories

Total eCommerce revenue across all product categories is 3.2 billion USD, expected to reach 5.8 billion by 2020.

Electronics is currently the leading product category at 609 million USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



Where does South Africa buy from?

China supplies South Africa with 16.1 billion USD in imports. Other key import partners are Germany (8.5 billion USD), Saudi Arabia (7.13 billion USD), US (6.96 billion USD) and India (5.48 billion USD).



Preferred Online Payment Methods

50% of online payments are made via credit/debit card, with the usage of card type split 50:50. Bank transfers are the most popular alternative payment type, accounting for 14% of online payments.



Voucher based payment systems like Ukash, and payment wallets like Paypal are growing in popularity.

Logistics & Infrastructure

The overall population is becoming steadily more urbanized, with 65% of South Africans currently residing in the country's biggest cities.



South Africa is ranked 20th in the world by the World Bank for logistics.

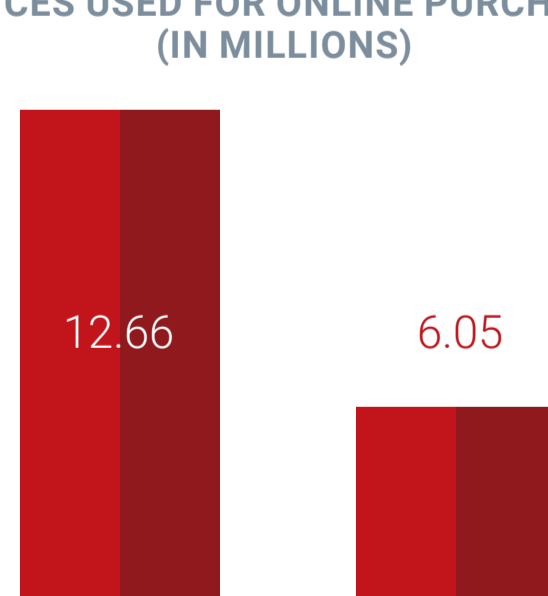
Device Usage

Internet penetration is currently at 63%, and should reach 77.2% by 2020.

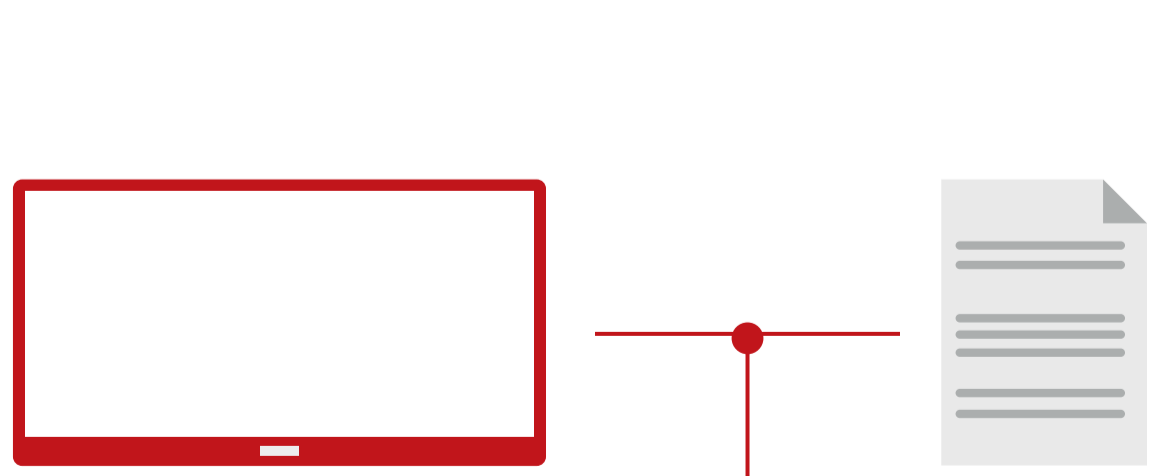


Smartphone penetration is 58.9% and is projected to grow to 74.3% by 2020.

DEVICES USED FOR ONLINE PURCHASES (IN MILLIONS)

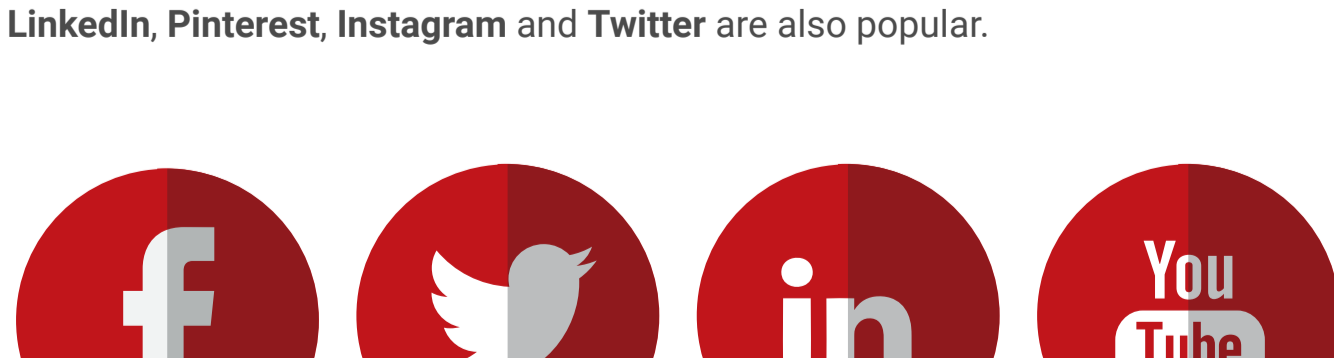


Marketing



Marketing spend has grown in recent years, with television accounting for almost 1.5 billion USD of total marketing spend. Digital has seen a steady increase in market spend.

South Africa's social media usage continues to shift, with users spread across a number of different platforms. Whatsapp and Facebook are the most commonly used networks, while GooglePlus, LinkedIn, Pinterest, Instagram and Twitter are also popular.



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.