

# Insights into the growth of South African eCommerce

Economy, online shopper profiles, logistics, payment methods and marketing

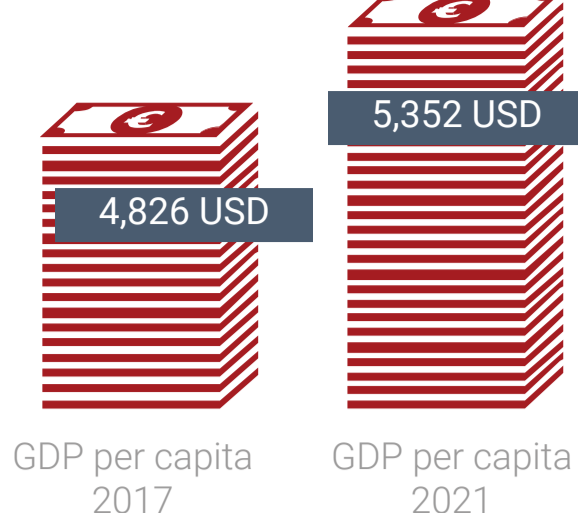


SOUTH AFRICA IS RANKED AS THE 30<sup>TH</sup> RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

## Economy

Home to 55.91 million people with a total GDP of 294.84 trillion USD.

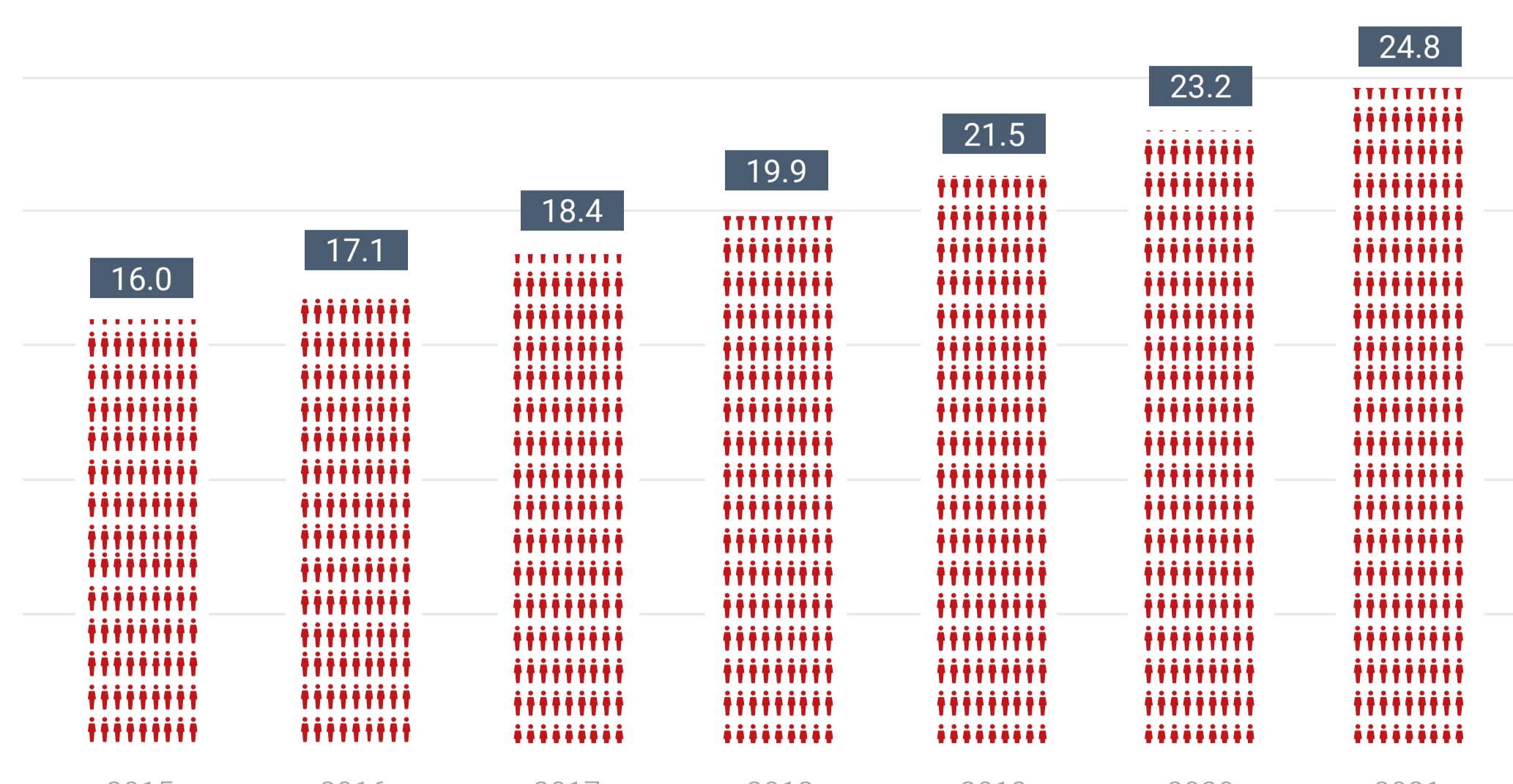
GDP per capita is currently 4,826 USD and expected to reach 5,352 by 2021.



## User Insights

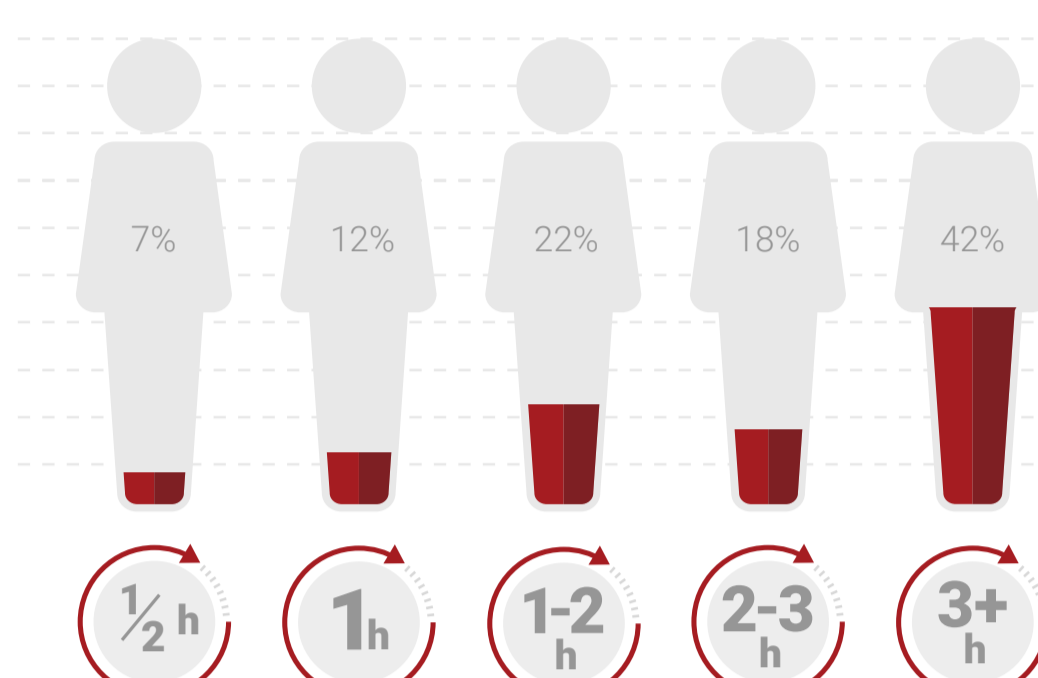
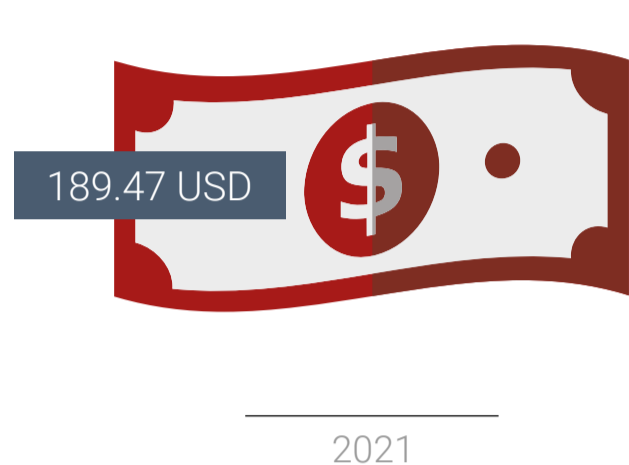
There are currently 18.43 million eCommerce users in South Africa, with an additional 6.36 million users to be shopping online by 2021.

NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE

DAILY INTERNET USAGE RATE IN 2017



## Shopping Categories

Total eCommerce revenue across all product categories is 2.69 billion USD, expected to reach 4.7 billion USD by 2021.

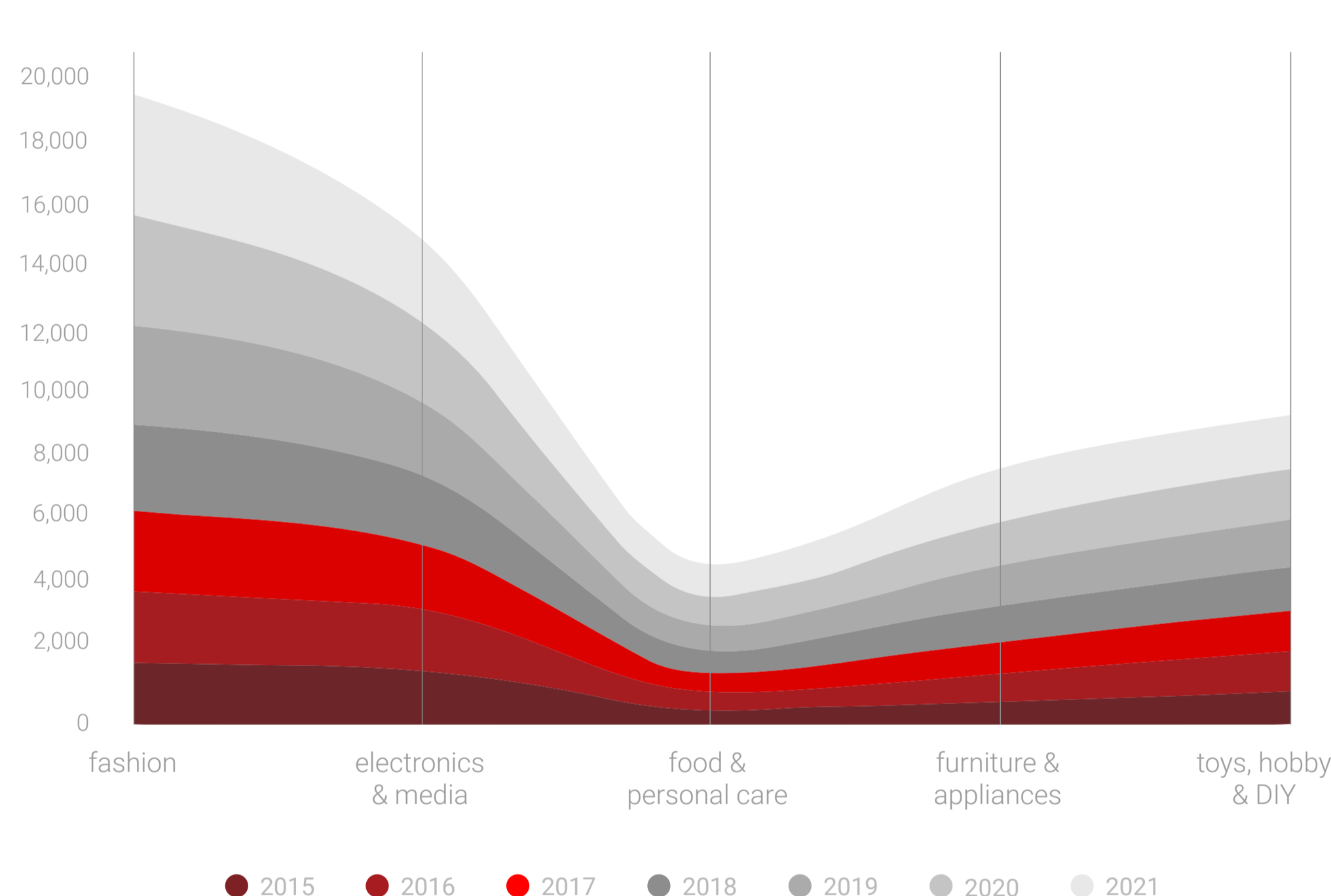


Electronics & Media is currently the leading product category, accounting for 1.38 billion USD market share.



Furniture & Appliances is second, accounting for 1.07 billion million USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



## Logistics & Infrastructure



In 2016, South Africa was ranked 20<sup>th</sup> in the World Bank Logistics ranking.

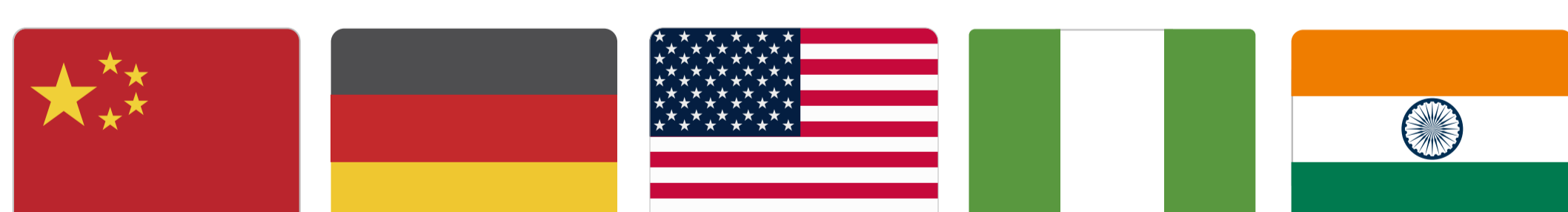
## Preferred Online Payment Methods

54% shoppers like to pay cash on delivery, and 52% like to pay with debit card.



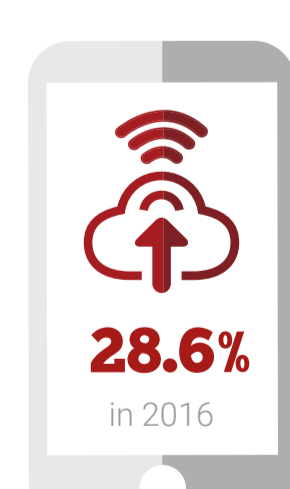
## Where does South Africa buy from?

China supplies South Africa with 15.5 billion USD in imports. Other key import partners are Germany (7.03 billion USD), the US (5.47 billion USD), Nigeria (4.58 billion USD) and India (4.18 billion USD).



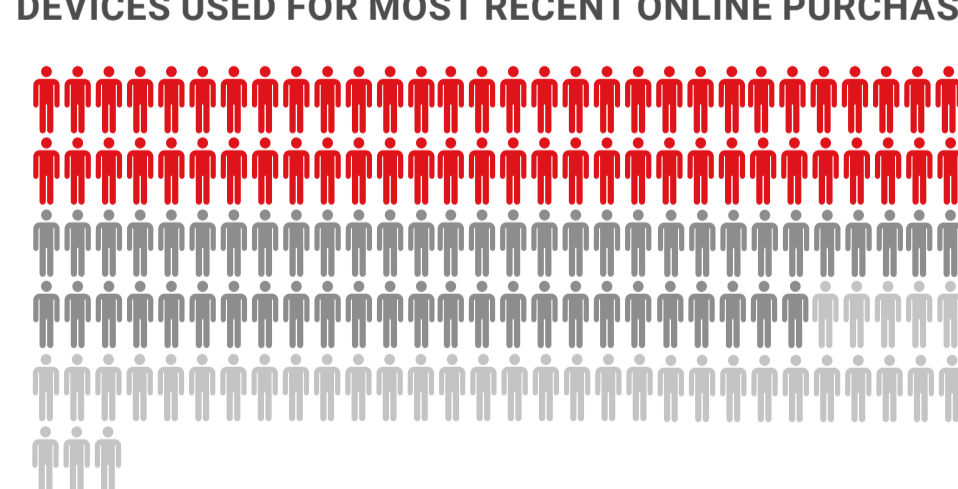
## Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



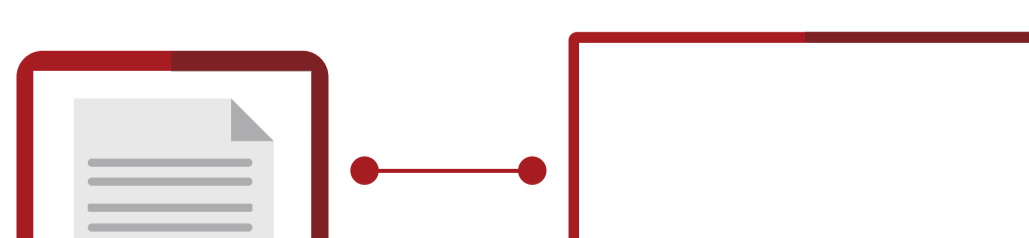
Internet penetration is currently at 51.9%, and should reach 59.5% by 2021.

Smartphone penetration is 28.6% and is projected to grow to 37.2% by 2021.



## Marketing

In 2015, digital advertising spend was estimated to be 284.82 million USD. That same year, 1.22 billion USD was spent on television and video advertising.



12 million people in Switzerland are active monthly social network users, thanks to Facebook, YouTube, WhatsApp and Messenger, which are the leading social networks.

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.