

**Retail E-Commerce in South Africa**

Market Direction | 2023-04-12 | 40 pages | Euromonitor

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**Report description:**

E-commerce remained the fastest growing retail channel in 2022, supported by improved internet penetration in South Africa (reaching over 72% of households in 2022), momentum gained by a mobile app culture driven by Generation Z consumers, and an ongoing influx of first-time users across mid- and high-income groups. The channel's performance was also supported by a higher number of retailers accelerating their digital expansion strategies since the pandemic, leading to more diversified offerings...

Euromonitor International's Retail E-Commerce in South Africa report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Retail E-Commerce market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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