

South Africa Online Retail Market to 2027

Industry Report | 2023-11-17 | 43 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

South Africa Online Retail Market to 2027

Summary

Online Retail in South Africa industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The online retail market is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.
- The South African online retail sector had total revenues of \$2.7 billion in 2022, representing a compound annual growth rate (CAGR) of 31.2% between 2017 and 2022.
- The apparel retail segment accounted for the sector's largest proportion in 2022, with total revenues of \$0.9 billion, equivalent to 34.3% of the sector's overall value.
- The growth in the South African Asia-Pacific online retail sector is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, according to the Bureau for Economic Research (BER), the consumer confidence index rose to -16 points in Q3 2023 from -25 points in the previous quarter.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in South Africa
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

South Africa

- Leading company profiles reveal details of key online retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the South Africa online retail market with five year forecasts

Reasons to Buy

- What was the size of the South Africa online retail market by value in 2022?
- What will be the size of the South Africa online retail market in 2027?
- What factors are affecting the strength of competition in the South Africa online retail market?
- How has the market performed over the last five years?
- What are the main segments that make up South Africa's online retail market?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Category segmentation

1.4. Geography segmentation

1.5. Market rivalry

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

4.3. Market distribution

5 Market Outlook

5.1. Market value forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Company Profiles

7.1. Pick n Pay Stores Ltd

7.2. Cashbuild Ltd

7.3. Mr. Price Group Ltd

7.4. Truworths Ltd

8 Macroeconomic Indicators

8.1. Country data

9 Appendix

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 9.1. Methodology
- 9.2. Industry associations
- 9.3. Related MarketLine research
- 9.4. About MarketLine

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

South Africa Online Retail Market to 2027

Industry Report | 2023-11-17 | 43 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-13"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com