

## **Retail E-Commerce in South Africa**

Market Direction | 2024-02-28 | 38 pages | Euromonitor

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### **Report description:**

In 2023, sales via e-commerce in South Africa continued to benefit from a steady decline in the price of connectivity, which allowed a higher number of consumers to access the service at affordable prices. For instance, the price of 1G broadband has declined by as much as 74% since 2019, partially due to efforts by the Competition Tribunal, with the latter's regulation enforcement compelling leading telecommunication companies such as MTN to reduce their data bundle prices from ZAR149 in 2019 to...

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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