

Online Retail in South Africa

Industry Report | 2024-09-06 | 47 pages | MarketLine

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Report description:

Online Retail in South Africa

Summary

Online Retail in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2018-23, and forecast to 2028). 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 \$2,999.8 million in 2023, representing a compound annual growth rate (CAGR) of 22.7% between 2018 and 2023.
- The apparel retail segment accounted for the sector's largest proportion in 2023, with total revenues of \$1,047.4 million, equivalent to 34.9% of the sector's overall value.
- In 2023, South Africa accounted for 0.12% of the global online retail sector.

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 South Africa
- Leading company profiles reveal details of key online retail market players' global operations and financial performance

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- 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 2023?
- What will be the size of the South Africa online retail market in 2028?
- 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?
- Who are the top competitors in South Africa's online retail market?

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