

South Africa Ecommerce Market Opportunities Databook - 100+ KPIs on Ecommerce Verticals (Shopping, Travel, Food Service, Media & Entertainment, Technology), Market Share by Key Players, Sales Channel Analysis, Payment Instrument, Consumer Demographics - Q1 2024 Update

Market Report | 2024-02-13 | 110 pages | PayNxt360

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Report description:

This report provides a detailed data-driven look at the South Africa Ecommerce industry, covering various segments and highlighting areas of interest across the verticals in the industry. In addition, it provides a comprehensive understanding of market dynamics and future forecast.

South Africa Ecommerce Market Size and Future Growth Dynamics

- Gross Merchandise Value Trend Analysis
- Average Value Per Transaction Trend Analysis
- Gross Merchandise Volume Trend Analysis

South Africa User Statistics and Ratios of Key Performance Indicators

- User Statistics
- Card Abandonment Rate and Product Return Rate
- Ecommerce Per Capita and GDP Per Capita
- GDP Per Capita Trend Analysis

South Africa Ecommerce Market Share by Key Players

- South Africa Retail Shopping Ecommerce Market Share by Key Players (Amazon, Coles, Kmart, Myer, Woolworths)
- South Africa Travel Ecommerce Market Share by Key Players (Expedia, Lux Group, Shebah, Uber Taxi, Webjet)

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- South Africa Food Service Ecommerce Market Share by Key Players (Deliveroo, Doordash, Menulog, OpenTable, Uber Eats)

South Africa Ecommerce Market Size and Forecast by Ecommerce Segments (Gross Merchandise Value Trend Analysis)

- Retail Shopping (breakdown by clothing, footwear & accessories, health, beauty and personal care, food & beverage, appliances and electronics, home improvement, books, music & video, toys & hobby, auto)
- Travel and Hospitality (breakdown by air travel, train & bus, taxi service, hotels & resorts)
- Online Food Service (breakdown by aggregators, direct to consumer)
- Media and Entertainment (breakdown by streaming services, movies & events, theme parks & gaming)
- Healthcare and Wellness
- Technology Products and Services
- Other segments

South Africa Ecommerce Market Size and Forecast by Retail Shopping Sales Channel

- Platform to Consumer
- Direct to Consumer
- Consumer to Consumer

South Africa Ecommerce Market Share by Travel and Hospitality Sales Channel

- Market Share by Travel and Hospitality Sales Channel
- Aggregator App - Gross Merchandise Value Trend Analysis
- Direct to Consumer - Gross Merchandise Value Trend Analysis

South Africa Ecommerce Market Size and Forecast by Online Food Service Sales Channel

- Aggregator App
- Direct to Consumer

South Africa Ecommerce Market Size and Forecast by Engagement Model (Gross Merchandise Value Trend Analysis, 2019-2028)

- Website Based
- Live Streaming

South Africa Ecommerce Market Size and Forecast by Location (Gross Merchandise Value Trend Analysis)

- Cross Border
- Domestic

South Africa Ecommerce Market Size and Forecast by Device (Gross Merchandise Value Trend Analysis)

- Mobile
- Desktop

South Africa Ecommerce Market Size and Forecast by Operating System

- iOS/macOS
- Android
- Other Operating Systems

South Africa Ecommerce Market Size and Forecast by City

- Tier 1
- Tier 2
- Tier 3

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South Africa Ecommerce Market Size and Forecast by Payment Instrument (Gross Merchandise Value Trend Analysis, 2019-2028)

- Credit Card
- Debit Card
- Bank Transfer
- Prepaid Card
- Digital & Mobile Wallet
- Cash
- Other Digital Payment

South Africa Ecommerce Consumer Demographics

- Market Share by Age Group
- Market Share by Income Level
- Market Share by Gender

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