



# How the Online Shopping Market is Evolving in South Africa

## Rethinking E-Commerce



According to Statista, e-commerce in SA is projected to:

Generate approximately **R62m** in revenue in **2020** Hit **37%** user penetration in **2020** and **50.8%** by **2024**

Grow by **10%** annually

Reach **31.6m** users by **2024**

On average, users spend

**R2800**

on online shopping.

South Africans love their toys, hobbies and DIY -



this is the market's largest segment.



The rise of mobile commerce:

**54%** of global e-commerce occurs on smartphones

**80%** of consumers are comfortable with m-commerce

**55%** are willing to spend more with a brand that replies quickly



And with 2 billion active users worldwide and a 99% open rate, WhatsApp is the clear channel of choice.



Global research shows that:

**74%** of customers use multiple channels when shopping



**80%** are more likely to buy from retailers that offer personalised experiences



**63%** increase their spending with brands that personalise



Considering Generation Y and Z check their phones **150 times** a day...



More spending takes place on mobile.



Ingredients for a seamless shopping experience:



Omnichannel offering, including WhatsApp



Clear communication



Personalised content



24/7 customer support