

Clicks, carts & conversions in South Africa



What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

Explore the full series of country reports and the Global E-Commerce Trends Report here.

Kev

- ↑ = Higher than global average
- → = Same as global average
- ↓ = Lower than global average

Unpacking the dynamic South African market



Sustainable shoppers

₽77%↑

Social shoppers



Black Friday shoppers

₹ 74%↑

Cross-border shoppers



Refurbished and recycled shoppers

≜ 29%↓

Subscription shoppers

What do they buy?

Clothing	1 70%↑	
Electronics	70%↑	
Footwear	≟ 56%↑	
Home furnishings	53 % ↑	
Cosmetics	50%↑	

88% ↑

browse online at least once a week

32%↓

make a purchase online at least once a week

3

99% ↑ buy from marketplaces

Which ones do they buy from the most?







The shift to more sustainable choices

7 in 10 South African shoppers say sustainability will become more important to them in the next five years.



have abandoned their basket due to sustainability concerns



buy pre-owned or refurbished items online



want to know the environmental impact of their delivery



would likely use a retailer's recycling or buy-back program



buy sustainably-sourced items at least a few times a vear



say free and easy returns would make them use a retailer's recycling or buy-back program What device do they use?

Smartphone

96%↑

Retailer's mobile app

84%↑

Laptop/desktop

Voice
commands

24%↓



Social shopping

3 in 4 South African shoppers have made a purchase on social media, and 78% say it could become their top shopping destination by 2030. 80%↓

say trends or viral products influence their buying decisions **74%**↑

are interested or somewhat interested in live-streamed shopping events **74%** ↑

say customer reviews on social media influence their buying decisions

What are their delivery and returns expectations?

preferred delivery options, and 80% 1 if not offered their preferred returns options.

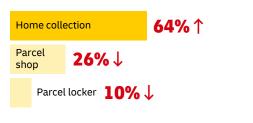
Delivery preferences



If they're not home to receive their parcel, they prefer to:

	nge the ery day	40%↑	
Redirect to a neighbor		32% ↑	
	Redirec a safe p	120/	

Returns preferences



What are their return label preferences?

Label included in their parcel		62% ↑
	Scan a QR code at drop off	28%↑
Print-a	t-home 10%	5 ↓

Who buys from **South Africa?**



Nigeria

have returned an item

to an online retailer

return up to 30% of

their purchases

40% ↑ track and redirect

their deliveries using the delivery provider's app.

providers' website.



India



The UAE

60% ↑

buy from other countries as the product or brand isn't available in their country

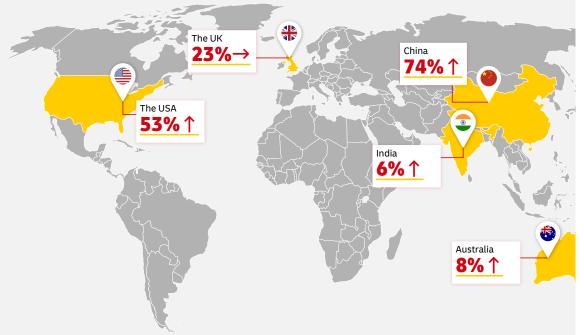
67%↑

don't buy from other countries because of customs charges

70% ↑

say prices in their local currency would encourage them to buy cross-border

Where does South Africa buy from?



What does it to take to win over South African shoppers?

63% ↑

61%↑

4 in 5

53% ↑

53% ↓

say high delivery costs frustrate them

say faster delivery would improve their online shopping experience

won't buy from an online retailer if they don't trust the delivery or returns provider

have abandoned their basket because of unexpected customs charges

mainly buy from online retailers that offer free returns



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