

E-Commerce (Goods) in South Africa

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Abstracts

Takealot Online continued to benefit from strong brand equity, extensive promotional campaigns, and digital capabilities to gain sales momentum in South Africa. Moreover, the leading player of e-commerce also leveraged its logistics capabilities that include over 80 collection points at a national level, as well as a consolidated shipping model with Superbalist and Mr D Food that allows the platform to take advantage of a network of over 15,000 drivers. As demand has continued to rise, Takealot Euromonitor International's E-Commerce (Goods) 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: Cross-Border E-Commerce (Goods), E-Commerce (Goods) by Product Category, Mobile E-Commerce (Goods).

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the E-Commerce (Goods) 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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