

# E-Commerce in South Africa

<https://marketpublishers.com/r/E2ECC76436E2EN.html>

Date: February 2021

Pages: 49

Price: US\$ 990.00 (Single User License)

ID: E2ECC76436E2EN

## Abstracts

Movement restrictions and home seclusion led to a spiking demand for e-commerce services. In addition, even once stores were opened, many consumers preferred e-commerce as a safer form of retailing, allowing them to have no contact with others, ordering from home and having deliveries to the household. This saw a host of new users migrate to the channel, including those that were older and more vulnerable to the virus. As a result, current value growth increased by an accelerated 56% in 2020, co...

Euromonitor International's E-Commerce 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, E-Commerce by Product Category, Mobile E-Commerce.

**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 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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