

Kalahari.Net in Retailing (South Africa)

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Abstracts

Kalahari.Net continued to lead internet retailing in South Africa in 2013. Although internet sales only account for a very small proportion of overall retail sales, the growing number of internet retailers shows the growing significance of this channel. This can be attributed to factors such as the increasing number of internet users through mobile phones, and the rising middle-class, which should help boost internet retailing thanks to more internet access expected at home.

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