

Online Retail in South Africa

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Abstracts

Online Retail in South Africa

SUMMARY

Online Retail in South Africa industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The Online Retail market includes all sales within each category listed below, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer.

The South African online retail sector generated total revenues of \$1.4bn in 2018, representing a compound annual growth rate (CAGR) of 25.7% between 2014 and 2018.

The electrical and electronics retail segment was the sector's most lucrative in 2018, with total revenues of \$461.5m, equivalent to 32.7% of the sector's overall value.

The rapid penetration of smartphones and mobile internet in South Africa has helped boost levels of m-commerce, stimulating online retail growth.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in South Africa

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in South Africa

Leading company profiles reveal details of key online retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the South Africa online retail market with five year forecasts

REASONS TO BUY

What was the size of the South Africa online retail market by value in 2018?

What will be the size of the South Africa online retail market in 2023?

What factors are affecting the strength of competition in the South Africa online retail market?

How has the market performed over the last five years?

What are the main segments that make up South Africa's online retail market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. Who are the main challengers to the incumbents?

8 COMPANY PROFILES

- 8.1. Pick n Pay Stores Ltd
- 8.2. Cashbuild Ltd.
- 8.3. Edcon Holdings (Proprietary) Limited
- 8.4. Truworths Ltd
- 8.5. Mr. Price Group Ltd
- 8.6. Amazon.com, Inc.
- 8.7. Woolworths Holdings Limited

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: South Africa online retail sector value: \$ million, 2014-18
- Table 2: South Africa online retail sector category segmentation: \$ million, 2018
- Table 3: South Africa online retail sector geography segmentation: \$ million, 2018
- Table 4: South Africa online retail sector distribution: % share, by value, 2018
- Table 5: South Africa online retail sector value forecast: \$ million, 2018-23
- Table 6: Pick n Pay Stores Ltd: key facts
- Table 7: Pick n Pay Stores Ltd: Annual Financial Ratios
- Table 8: Pick n Pay Stores Ltd: Key Employees
- Table 9: Cashbuild Ltd.: key facts
- Table 10: Cashbuild Ltd.: Annual Financial Ratios
- Table 11: Cashbuild Ltd.: Key Employees
- Table 12: Edcon Holdings (Proprietary) Limited: key facts
- Table 13: Edcon Holdings (Proprietary) Limited: Key Employees
- Table 14: Truworths Ltd: key facts
- Table 15: Truworths Ltd: Key Employees
- Table 16: Mr. Price Group Ltd: key facts
- Table 17: Mr. Price Group Ltd: Annual Financial Ratios
- Table 18: Mr. Price Group Ltd: Key Employees
- Table 19: Amazon.com, Inc.: key facts
- Table 20: Amazon.com, Inc.: Annual Financial Ratios
- Table 21: Amazon.com, Inc.: Key Employees
- Table 22: Woolworths Holdings Limited: key facts
- Table 23: Woolworths Holdings Limited: Annual Financial Ratios
- Table 24: Woolworths Holdings Limited: Annual Financial Ratios (Continued)
- Table 25: Woolworths Holdings Limited: Key Employees
- Table 26: South Africa size of population (million), 2014-18
- Table 27: South Africa gdp (constant 2005 prices, \$ billion), 2014-18
- Table 28: South Africa gdp (current prices, \$ billion), 2014-18
- Table 29: South Africa inflation, 2014-18
- Table 30: South Africa consumer price index (absolute), 2014-18
- Table 31: South Africa exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: South Africa online retail sector value: \$ million, 2014-18

Figure 2: South Africa online retail sector category segmentation: % share, by value, 2018

Figure 3: South Africa online retail sector geography segmentation: % share, by value, 2018

Figure 4: South Africa online retail sector distribution: % share, by value, 2018

Figure 5: South Africa online retail sector value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the online retail sector in South Africa, 2018

Figure 7: Drivers of buyer power in the online retail sector in South Africa, 2018

Figure 8: Drivers of supplier power in the online retail sector in South Africa, 2018

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in South Africa, 2018

Figure 10: Factors influencing the threat of substitutes in the online retail sector in South Africa, 2018

Figure 11: Drivers of degree of rivalry in the online retail sector in South Africa, 2018

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