



A focus on South Africa

We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.

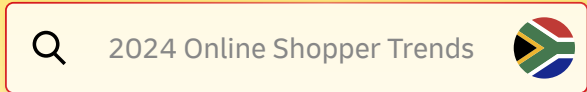
To help you understand how consumers in different countries shop online, we've created a series of Country Reports.

In this report, we uncover what's important to online shoppers in South Africa. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

Whether you already sell to South Africa or are considering doing so, these insights can help you expand into this market.

Key

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

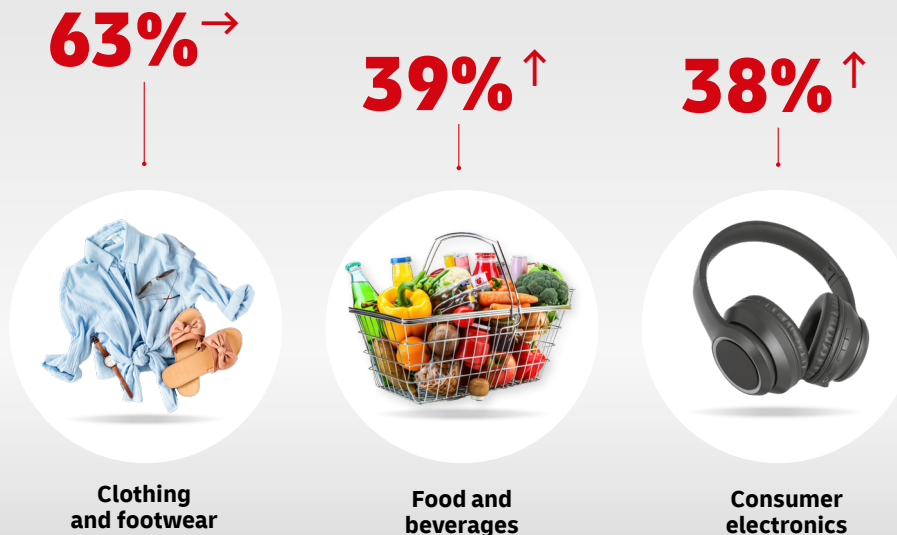


To find out more about the data used in this report, [click here](#)



How does South Africa shop online?

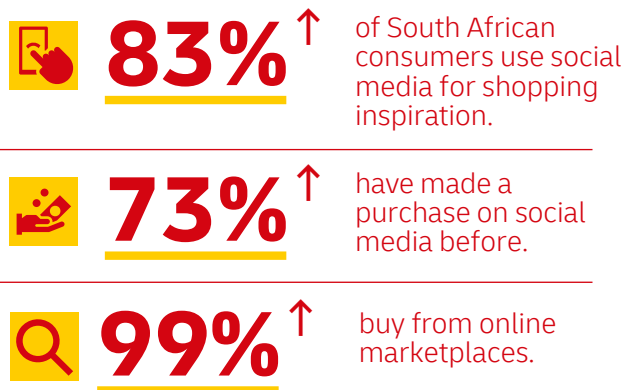
South African consumers are regular online shoppers. **91% browse online shopping sites at least once a week** and 43% make a purchase this often. But what do they tend to buy?



46% of South Africans have an online shopping subscription. 74% regularly have clothing delivered and 61% subscribe to beauty products.

!! 38% will abandon their baskets if delivery is too expensive.

Did you know?



Which marketplaces are most popular in South Africa?



Spending habits of South African shoppers

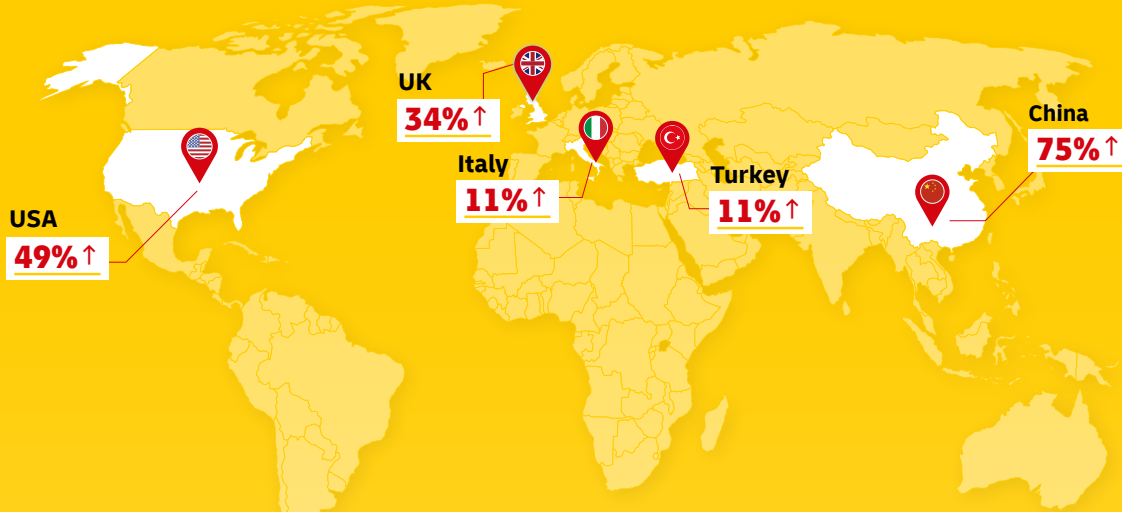




Selling to South Africa

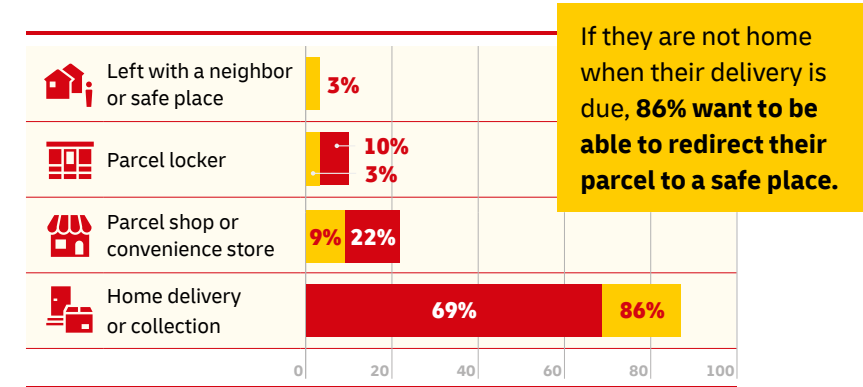
74% of South Africans buy from online retailers in other countries, higher than the global average of 55%. 72% make a purchase at least once a month. But where do they buy from most (and why)?

Which countries do South African shoppers buy from?



How do South African shoppers prefer to receive and return their orders?

97% of South African consumers say delivery options influence where they shop online. We've uncovered what options they want to help you encourage shoppers to click 'buy now'.



59% ↑ say faster delivery would improve their online shopping experience.

Delivery
Returns

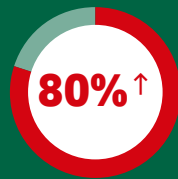
53% ↑

buy from abroad to access a wider range of products.

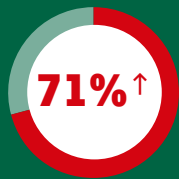
66% ↑

don't buy from abroad because of longer delivery times.

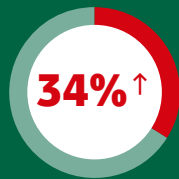
How important is sustainability to shoppers?



say sustainability is important to them when shopping online.

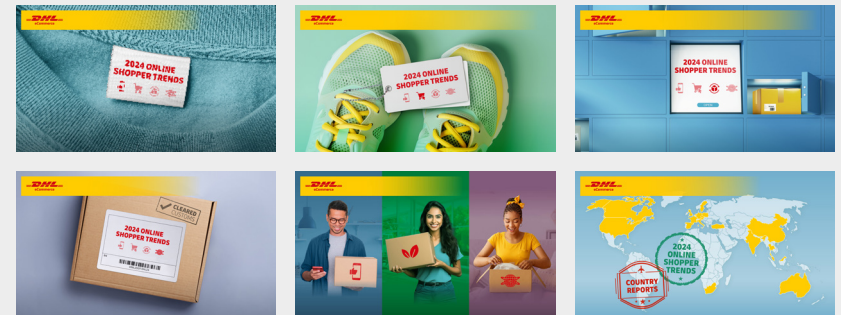


would like to know how climate-friendly their delivery is.



would always choose to pay more for more sustainable packaging.

Discover more insights about what shoppers want from online retailers in our **2024 Online Shopper Trends Reports and Country Reports.**



2024 Online Shopper Trends

