



Euromonitor  
International

# Digital Shopper (E-Commerce Goods and Services) in South Africa

June 2026

## EXECUTIVE SUMMARY

2025 Development

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Digital Shopper (E-Commerce Goods and Services)

## INDUSTRY PERFORMANCE

How Connectivity Is Shaping South Africa's Digital Landscape

Mobile Apps Are Reshaping Retail by Adapting to Local Demands

Chart 2 - Leroy Merlin Introduces New Shopping App

Prepaid24 Drives Financial Inclusion with Whatsapp-Based Bill Payments

Chart 3 - Prepaid24 Introduces Whatsapp-Based Bill Payment Platform

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

## WHAT'S NEXT?

Connectivity Upgrades and Market Maturity to Influence Future Outlook

Hyper-Personalisation and Ai Integration

The Expansion of Quick Commerce and On-Demand Delivery

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

## E-COMMERCE (GOODS AND SERVICES) BY MERCHANT TYPE

Retail E-Commerce

Foodservice E-Commerce

Travel E-Commerce

Mobility E-Commerce

Ticketed Entertainment E-Commerce

Streaming Services E-Commerce

Bill Payments E-Commerce

## E-COMMERCE (GOODS AND SERVICES) BY DEVICE AND PLATFORM

E-Commerce by Device

M-Commerce by Platform

## E-COMMERCE (GOODS AND SERVICES) BY FULFILMENT MODEL

Retail E-Commerce: Delivery Vs Click-And-Collect

Retail E-Commerce: Third-Party Delivery

Consumer Foodservice E-Commerce: Delivery Vs Click-And-Collect

Consumer Foodservice E-Commerce: Third-Party Delivery

## EMERGING BUSINESS MODELS

Social Commerce (S-Commerce)

Livestreaming E-Commerce

Marketplace Retail E-Commerce

Direct-To-Consumer (Dtc) Retail E-Commerce

## ECONOMIC CONTEXT

Chart 8 - Economic Context for Digital Shopper (E-Commerce Goods and Services)

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 11 - Consumer Context for Digital Shopper (E-Commerce Goods and Services)

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/digital-shopper-e-commerce-goods-and-services-in-south-africa/report](http://www.euromonitor.com/digital-shopper-e-commerce-goods-and-services-in-south-africa/report).