



Euromonitor
International

Retail E-Commerce in South Africa

May 2025

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Retail E-Commerce in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail e-commerce benefits from diversified offerings
SARS introduces new regulations for cross-border e-commerce
Takealot divests Superbalist to focus on marketplace offerings

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Retail e-commerce will remain one of the fastest growing channels
BNPL will continue driving e-commerce sales as awareness increases
New regulation will give a competitive advantage to local operators

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