

RIPARTIRE IN DIGITALE

Focus Sudafrica

opportunità di business e scenari digitali per il Made in Italy



12 Ottobre 2021

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Agenda

L'utilizzo di Internet e dei social media in Sud Africa

L'eCommerce in Sud Africa: overview

L'utilizzo di Internet e dei social media in Sud Africa

Quanto è utilizzato Internet?

Il 64% della popolazione accede ad Internet

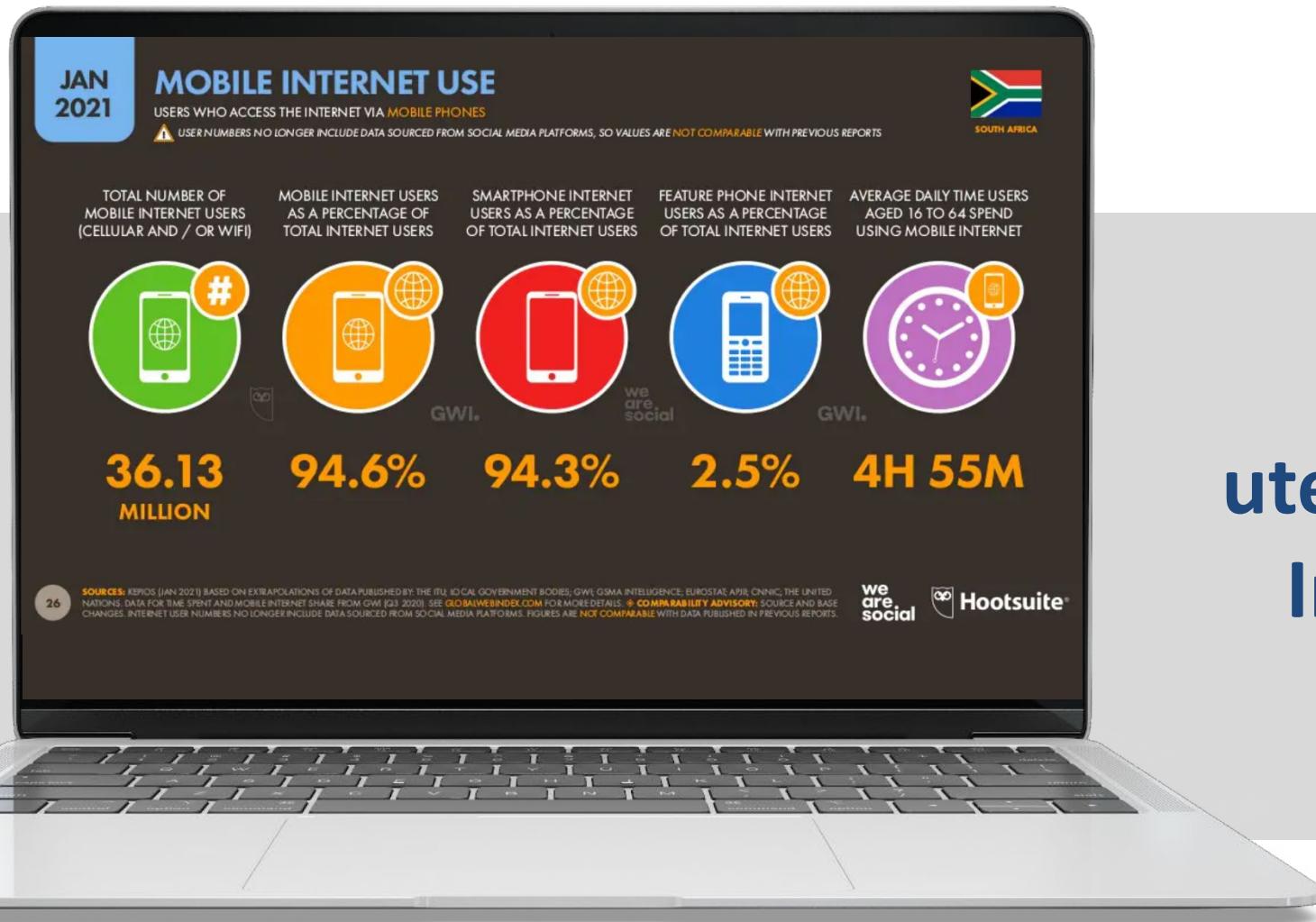


Nell'ultimo anno si è registrata una crescita di 1,7M di utenti Internet, che corrisponde ad un +1,7%

Ci sono **100 milioni** di connessioni mobili in Sud Africa (Gennaio 2021).



I cittadini del Sud Africa
rimangono in media connessi ad
Internet **10 ore e 6 minuti**



JAN 2021

MOBILE INTERNET USE

USERS WHO ACCESS THE INTERNET VIA MOBILE PHONES

⚠️ USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS



SOUTH AFRICA

TOTAL NUMBER OF MOBILE INTERNET USERS (CELLULAR AND / OR WIFI)



36.13 MILLION

MOBILE INTERNET USERS AS A PERCENTAGE OF TOTAL INTERNET USERS



94.6%

SMARTPHONE INTERNET USERS AS A PERCENTAGE OF TOTAL INTERNET USERS



94.3%

FEATURE PHONE INTERNET USERS AS A PERCENTAGE OF TOTAL INTERNET USERS



2.5%

AVERAGE DAILY TIME USERS AGED 16 TO 64 SPEND USING MOBILE INTERNET



4H 55M

SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY THE ITU, LOCAL GOVERNMENT BODIES, GWI, GSMA INTELLIGENCE, EUROSTAT, APJ, CNNIC, THE UNITED NATIONS, DATA FOR TIME SPENT AND MOBILE INTERNET SHARE FROM GWI (Q3 2020). SEE GLOBALWEBINDEX.COM FOR MORE DETAILS. ⚠️ COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS.

we are social



Hootsuite

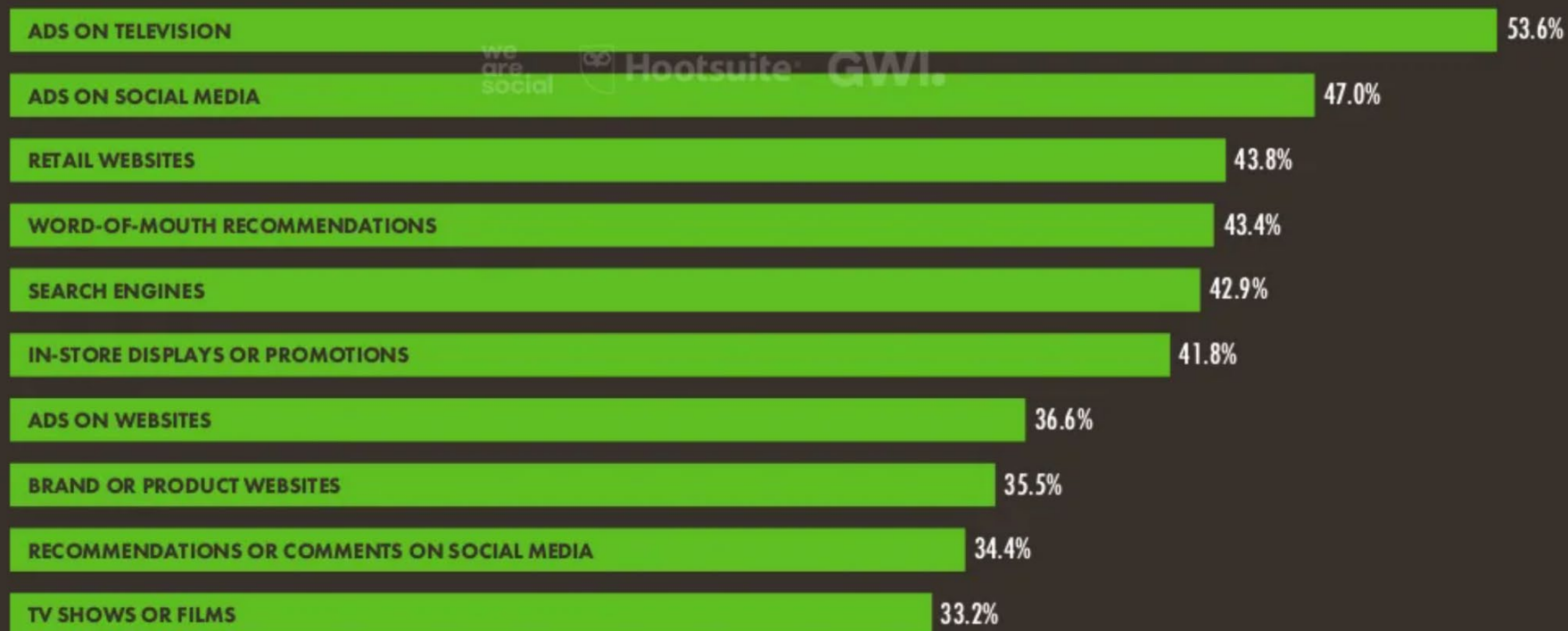
Sono 36.13 milioni gli utenti che si collegano ad Internet tramite mobile

Dove i consumatori sudafricani scoprono nuovi brand?

JAN
2021

SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS OR PRODUCTS THROUGH EACH CHANNEL



82

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

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Dove i consumatori sudafricani cercano i brand?

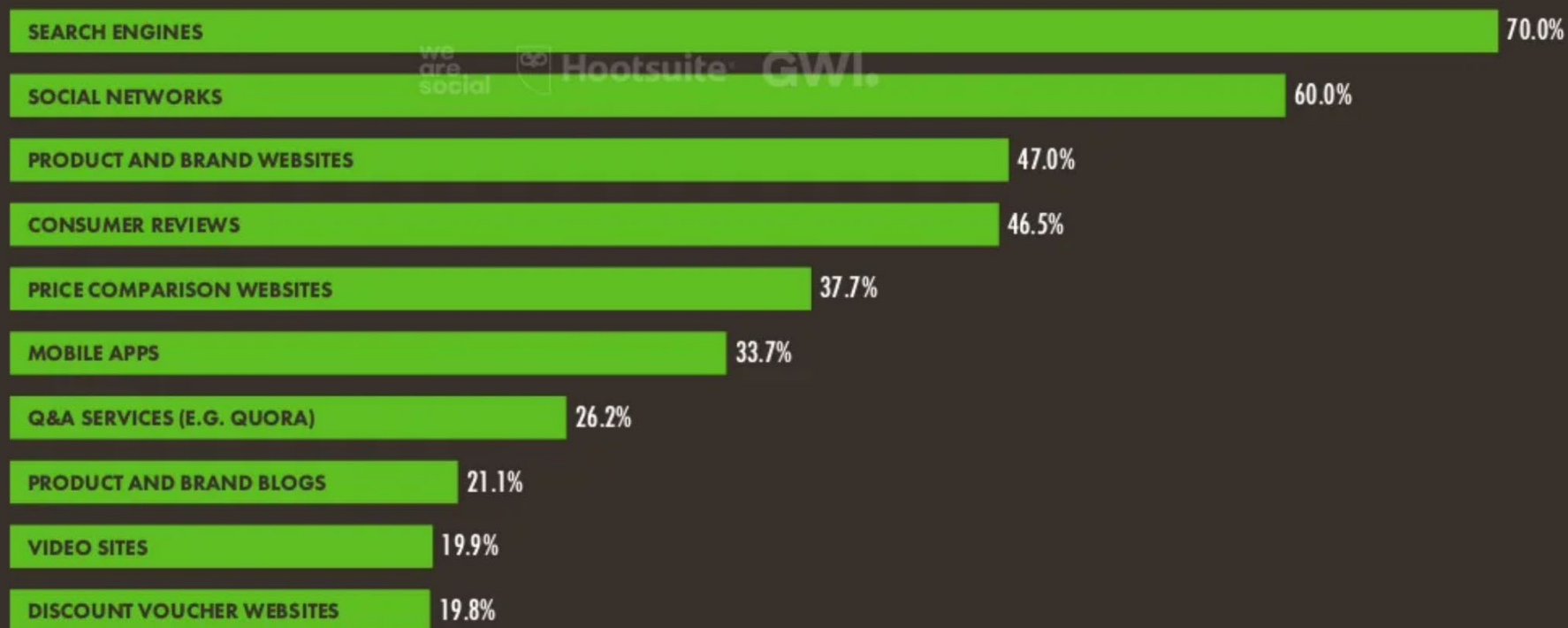
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2021

PRIMARY CHANNELS FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT USES EACH CHANNEL WHEN RESEARCHING BRANDS*



SOUTH AFRICA



83

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.
*NOTE: THE QUESTION THAT INFORMS THIS CHART ASKS, "WHICH OF THE FOLLOWING ONLINE SOURCES DO YOU MAINLY USE WHEN YOU ARE ACTIVELY LOOKING FOR MORE INFORMATION ABOUT BRANDS, PRODUCTS, OR SERVICES?"

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L'uso dei Social Media

Il **99.5%** degli utenti internet, visita o ha utilizzato nell'ultimo mese un social network oppure un'app di messaggistica



Gli utenti di di età compresa tra i 16 e i 64 anni trascorrono in media **3 ore e 32 minuti** sulle piattaforme di social media ogni giorno

Sono **25 milioni** gli utenti di social media in Sud Africa a gennaio 2021. Questo numero è aumentato di 3 milioni (+13,6%) tra il 2020 e il 2021. Il numero di utenti dei social media in Sud Africa era pari all' **41,9%** della popolazione totale nel gennaio 2021

Quali sono i social media più usati?

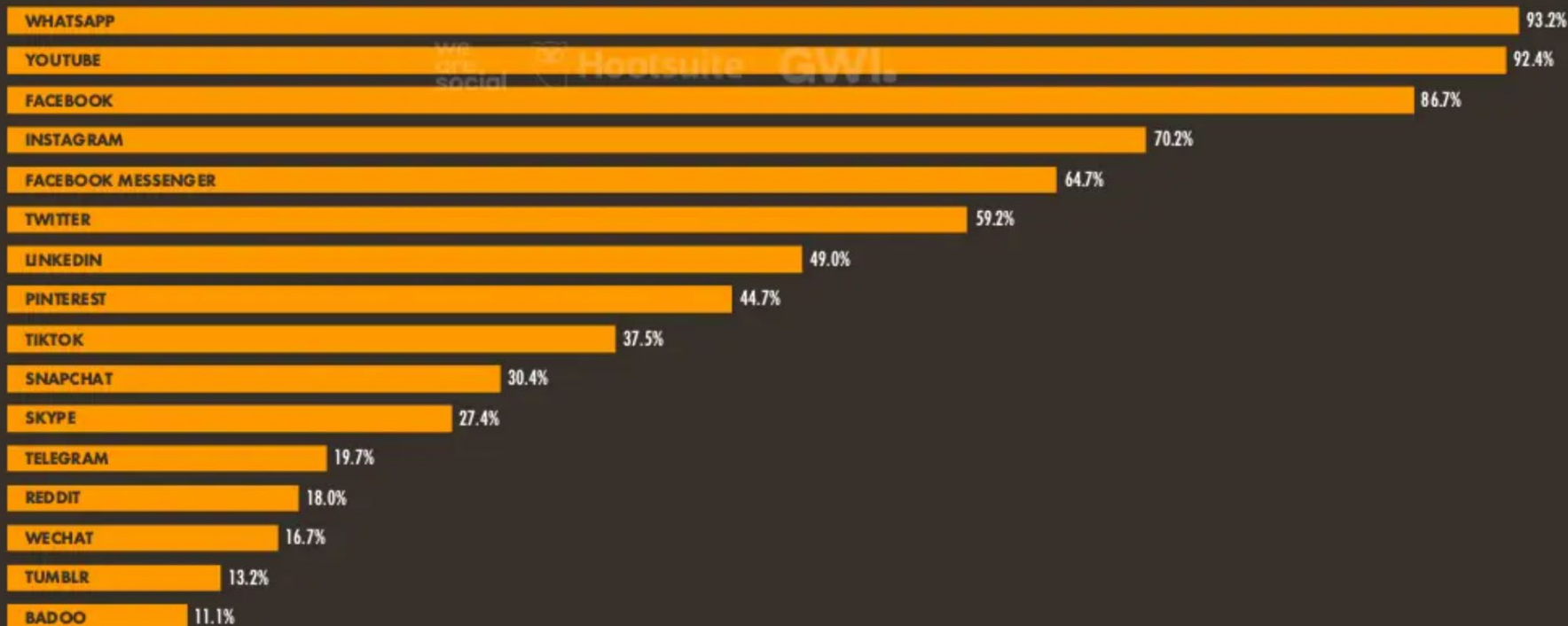
JAN
2021

MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT HAS USED EACH PLATFORM IN THE PAST MONTH



SOUTH AFRICA



47

SOURCE: GWI (Q3 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

NOTE: FIGURES ON THIS CHART REPRESENT INTERNET USERS' SELF-REPORTED SOCIAL MEDIA BEHAVIOURS, AND MAY NOT CORRELATE WITH THE FIGURES CITED ELSEWHERE IN THIS REPORT FOR EACH PLATFORM'S ADVERTISING AUDIENCE REACH OR ENGAGEMENT FIGURES PUBLISHED BY INDIVIDUAL SOCIAL MEDIA PLATFORMS.

Connecting...

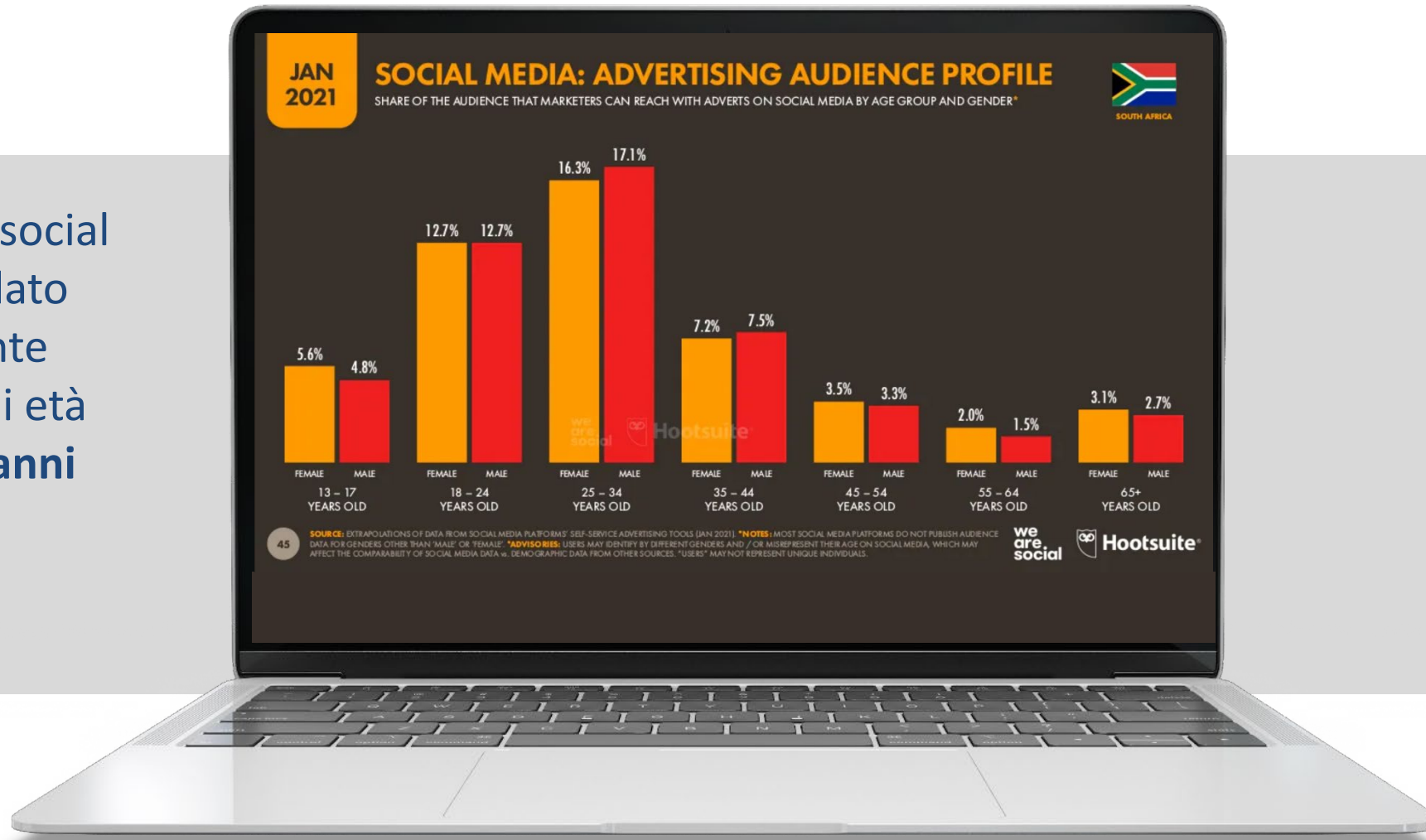
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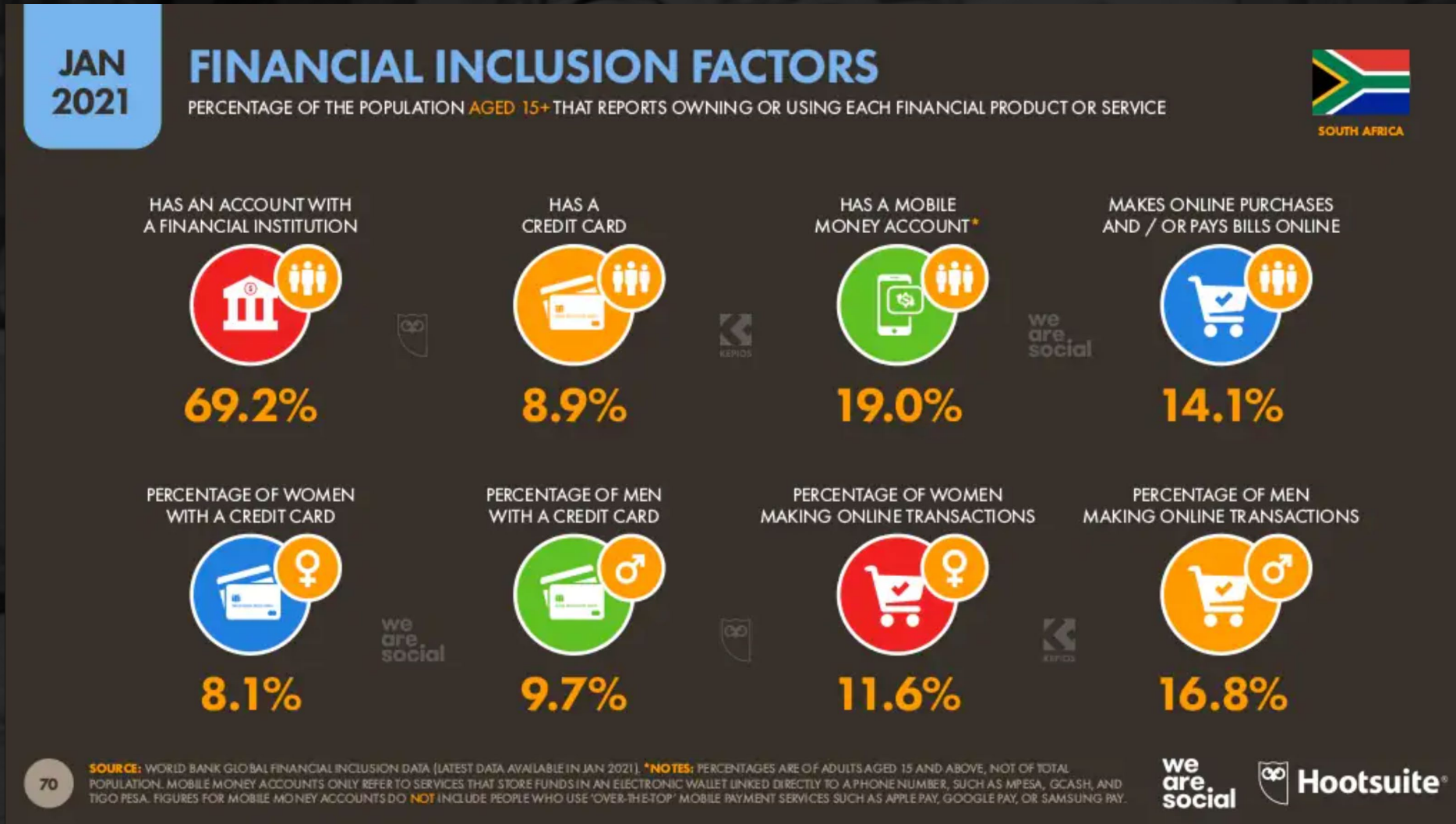
Chi utilizza questi canali?

L'utilizzo dei social media è guidato principalmente dalla fascia di età dai **10 ai 34 anni**



L'eCommerce in Sud Africa: overview

Solo l'8,9% della popolazione ha una carta di credito e il 14% compra online



Il 57% degli utenti internet ha acquistato online almeno una volta nell'ultimo mese








Il 70% degli utenti 45-54 anni ha acquistato online almeno una volta nell'ultimo mese

Le categorie più popolari

Fashion&Beauty è la categoria più comprata online



Gli E-commerce più popolari

			Total revenue	Growth '19/'20
1	takealot.com Takealot Online (Pty), Ltd.	 South Africa	> US\$400m	70.1% ▲
2	superbalist.com Fashion United SA (Pty), Ltd.	 South Africa	> US\$50m	48.3% ▲
3	woolworths.co.za Woolworths Pty, Ltd.	 South Africa	> US\$50m	9.9% ▲
4	amazon.com Amazon.com, Inc.	 United States	> US\$20,000m	40.6% ▲
5	mrp.com	 South Africa	> US\$20m	14.6% ▲

Shop by Department

- Automotive & DIY >
- Baby & Toddler >
- Beauty >
- Books & Courses >
- Camping & Outdoor >
- Cellphones & Wearables >
- Fashion & Luggage >
- Computers & Electronics >
- Gaming >
- Garden, Pool & Patio >
- Groceries & Household >
- Health & Personal Care >
- Home & Appliances >
- Liquor >
- Office & Stationery >
- Pets >
- Sport & Training >
- Toys >
- TV, Audio & Media >

DAILY DEALS

Search for products, brands...

All Departments



Warehouse Sale | New To Electronics | Spring | New To Takealot | Fashion Outlet | Exclusive To Takealot | Deals & Promotions | Brand Stores

FRESH INSPIRATION
All your Garden & DIY needs
UP TO 40% OFF
SHOP NOW
7 - 10 OCTOBER

Featured Brands



Where's my order?
Check your delivery or collection status.

NEW ARRIVALS
Summer Scent Favourites
SAVE UP TO 60%
SHOP NOW
7 - 10 October

Join SA's Best Online Marketplace Platform

Sell to over 2 million happy shoppers

[Apply to Sell](#)

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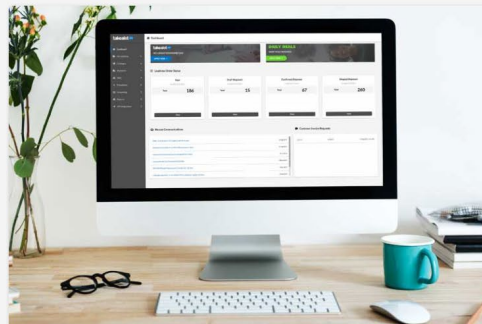


Get the tools you need to increase sales and grow your business online

Selling your products online has never been easier. Simply apply to sell as a Takealot seller today and easily reach online shoppers across South Africa.



Optimise Your Growth



End-to-End Solutions



Hassle-Free Logistics



Safe & Secure Online Payments

Fulfilment fees

Fulfilment Fee per item shipped from a Takealot warehouse (Rands)*

Size	Weight			
	Light Less than or equal to 7kg	Heavy Greater than 7kg and less than or equal to 25kg	Heavy Plus Greater than 25kg and less than 40kg	Very Heavy Greater than or equal to 40kg and less than or equal to 70kg
Standard Product Categories: Non-Perishable that are less than OR equal to 35 000 cm ³	R15	R36	R85	R85
Standard Product Categories: Stationery, Cellular Accessories, Liquor, Pets, Music & DVD, Books, Baby Items, Beauty, Personal Care FMCG, Fishing Equipment, Clothing, Footwear that are less than OR equal to 35 000 cm ³	R25	R36	R85	R85
Standard Less than or equal to 35 000 cm ³ (All other categories)	R32	R36	R85	R85
Large Greater than 35 000 cm ³ and less than or equal to 130 000 cm ³	R42	R46	R85	R95
Oversize Greater than 130 000 cm ³ and less than or equal to 200 000 cm ³	R95	R105	R125	R100
Bulky Greater than 200 000 cm ³ and less than or equal to 545 000 cm ³	R95	R115	R130	R140
Extra Bulky Greater than 545 000 cm ³	R220	R220	R270	R325

SA DEPARTMENT OF HEALTH - COVID 19 UPDATES

READ MORE

THE LAST OF THE BEST SALE

SHOP



hello SUMMER

WE ARE
SUPERBALIST
 SHOP THE FRESHEST FASHION FROM
 500+ OF THE WORLD'S BEST BRANDS.
 ALWAYS OPEN, ALWAYS NEW.

WOMEN

MEN

KIDS

HOME + LIVING

REFINE BY

DEPARTMENT

- Women (42)
- Men (188)

MEN'S SIZES

UNISEX SIZES

WOMEN'S SIZES

COLOUR



LIFESTYLE

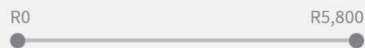
MATERIAL

PACK SIZE

SHIRT & TOP STYLE

SNEAKER STYLE

PRICE



Diesel

Diesel is an innovative international lifestyle company, producing a wide-ranging collection of jeans, clothing and accessories. Since its creation in 1978, Diesel has evolved from being a leading pioneer in denim into premium casual wear, becoming a true alternative to the established luxury market. Despite its growth, Diesel's philosophy has remained the same: a brand standing for passion, individuality and self-expression.

230 items found












Newest



2 OPTIONS



2 OPTIONS

-  Grocery
-  Stay Safe
- Top Brands
-  Baby Products
-  Health & Beauty
-  Home & Appliances
-  Phones & Tablets
-  Electronics
-  Computing
-  Fashion
-  Toys & Games
-  Miscellaneous


JUMIA 
DEALS FOR THE NEW YEAR


Women's Dresses
From R149*




SHOP NOW 

*Ts & Cs Apply

 **Best Deals**

 **Jumia Global**




 **Shop Brands**

 **Bestsellers**

—
Business



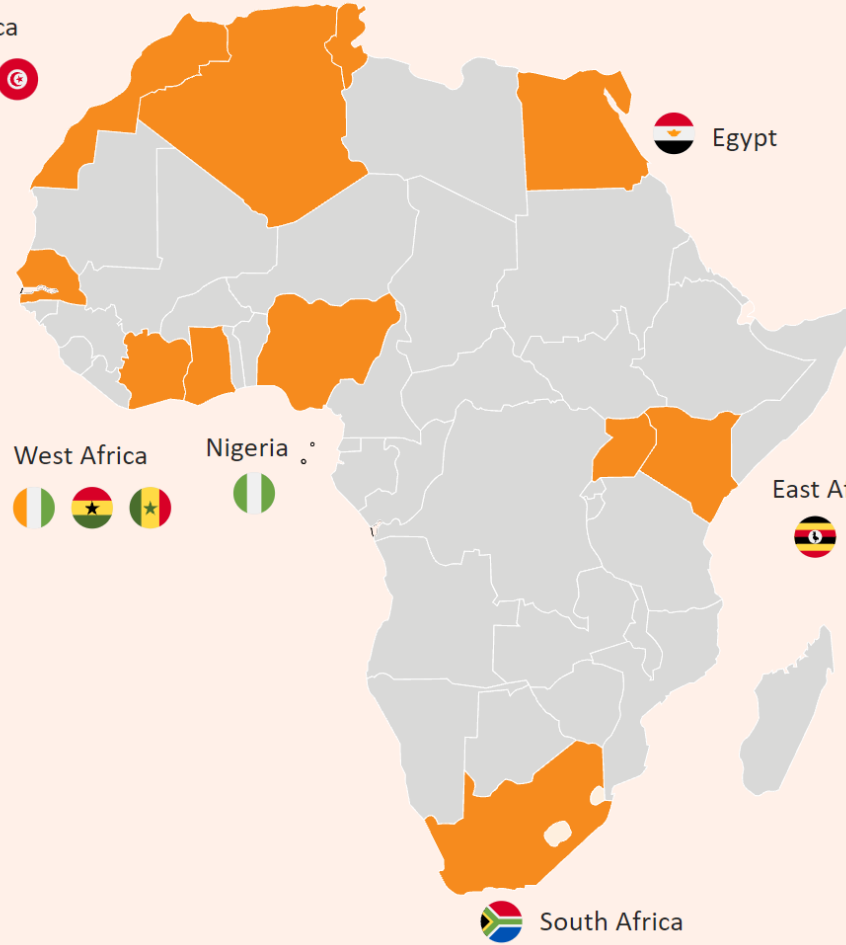
Making it easy to do business in Africa

	AFRICA	JUMIA COUNTRIES
 Population	1.3 Billion	55%
 GDP	€2 Trillion	72%
 Internet Users	527 Million	70%

North Africa



Egypt



West Africa



Nigeria



East Africa



South Africa

Ricerca per paese, settore, prodotto, argomento...

Export digitale: cerca l'argomento di tuo interesse tra prodotti, paesi e marketplace.

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ITALIA**
BE GLOBAL



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ASSOCIAZIONE DELLE CAMERE DI
COMMERCIO ITALIANE ALL'ESTERO

sace
gruppo cdp

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