

Clicks, carts & conversions in South Africa

What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

Key

↑ = Higher than global average

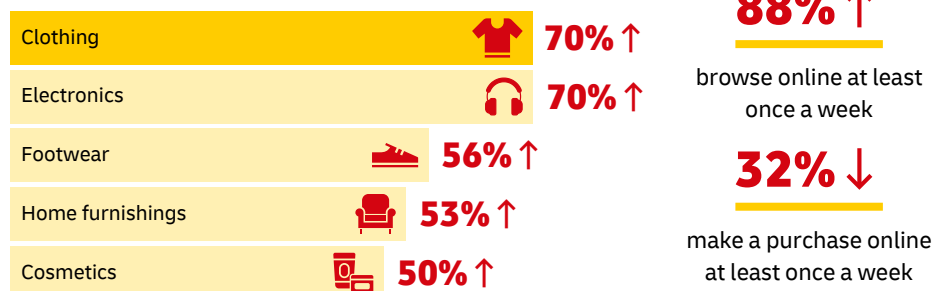
→ = Same as global average

↓ = Lower than global average

Unpacking the dynamic South African market

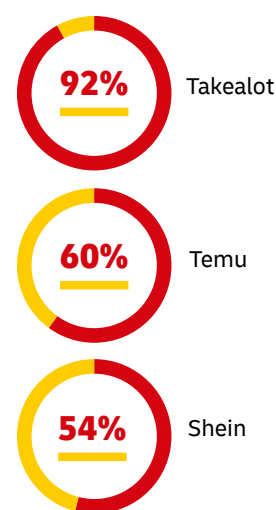


What do they buy?

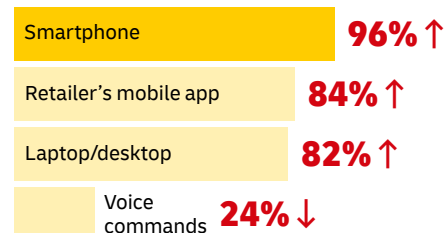


99% ↑ buy from marketplaces

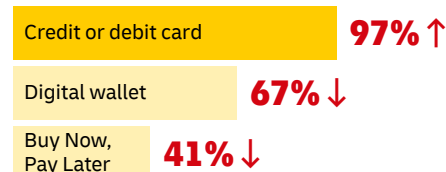
Which ones do they buy from the most?



What device do they use?

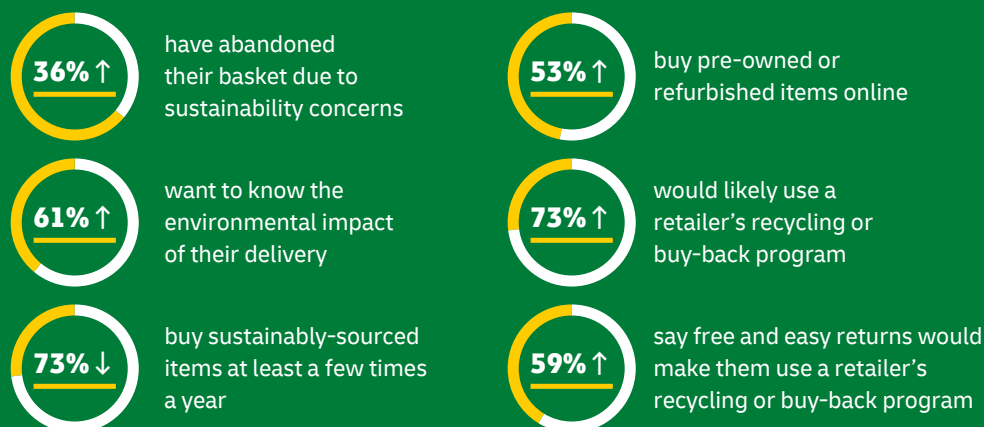


How do they pay?



The shift to more sustainable choices

7 in 10 South African shoppers say sustainability will become more important to them in the next five years.



Social shopping

3 in 4 South African shoppers have made a purchase on social media, and 78% say it could become their top shopping destination by 2030.

80% ↓

say trends or viral products influence their buying decisions

74% ↑

are interested or somewhat interested in live-streamed shopping events

74% ↑

say customer reviews on social media influence their buying decisions

What are their delivery and returns expectations?

80%↓ of South African shoppers will abandon their basket if not offered their preferred delivery options, and 80%↑ if not offered their preferred returns options.

Delivery preferences

Home delivery **86%↑**

Parcel shop **7%↓**

Parcel locker **6%↓**

If they're not home to receive their parcel, they prefer to:

Change the delivery day **40%↑**

Redirect to a neighbor **32%↑**

Redirect to a safe place **13%↓**

Returns preferences

Home collection **64%↑**

Parcel shop **26%↓**

Parcel locker **10%↓**

What are their return label preferences?

Label included in their parcel **62%↑**

Scan a QR code at drop off **28%↑**

Print-at-home label **10%↓**

54%↓

have returned an item to an online retailer

94%↑

return up to 30% of their purchases

40%↑ track and redirect their deliveries using the delivery provider's app.
26%↓ use the delivery providers' website.

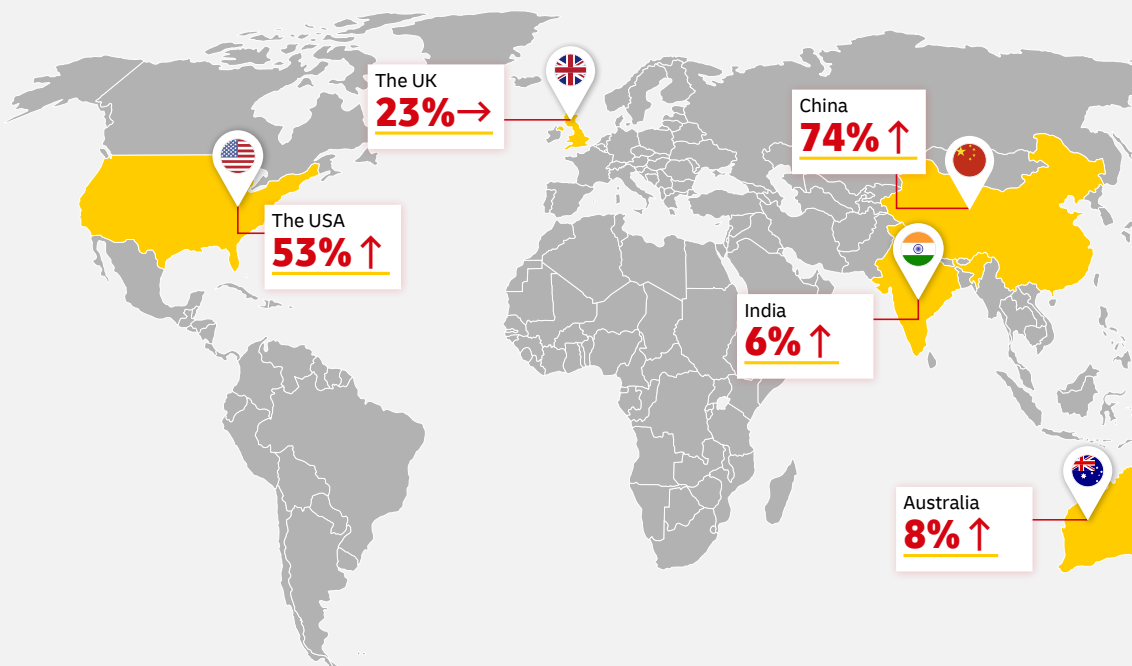
Who buys from South Africa?

 **Nigeria**

 **India**

 **The UAE**

Where does South Africa buy from?



60%↑

buy from other countries as the product or brand isn't available in their country

67%↑

don't buy from other countries because of customs charges

70%↑

say prices in their local currency would encourage them to buy cross-border

What does it take to win over South African shoppers?

63%↑

say high delivery costs frustrate them

61%↑

say faster delivery would improve their online shopping experience

4 in 5

won't buy from an online retailer if they don't trust the delivery or returns provider

53%↑

have abandoned their basket because of unexpected customs charges

53%↓

mainly buy from online retailers that offer free returns

**2025 E-COMMERCE
TRENDS REPORT**

Clicks, carts and conversions:
What today's online shoppers really want
(and how to deliver)

**Unpack even more
global insights...**