

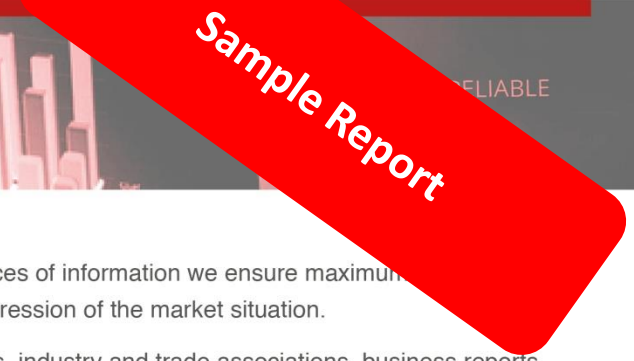


Global E-Commerce Intelligence
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SAMPLE REPORT
**AFRICA B2C E-COMMERCE AND
PAYMENT MARKET 2022**

PUBLICATION DATE: MAY 2022

PREFACE



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A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
- Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.
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GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, and company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

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Report Coverage

- This report covers the B2C E-Commerce and online payment market in Africa. The following countries were included: Egypt, Kenya, Morocco, Nigeria, South Africa. A broad definition of retail E-Commerce used by some original sources cited in this report might include both B2C and C2C E-Commerce.
- The report contains relevant information about international comparisons, market trends, B2C E-Commerce sales and shares, Internet users and shoppers, products, payment methods, delivery and players. Not all types of information were included for each country, due to varying data availability.

Report Structure

- The report starts with an overview of the regional B2C E-Commerce market and country comparisons in terms of criteria relevant to B2C E-Commerce, such as Internet and online shopper penetration rates. The rest of the report is divided into country chapters, presented in the descending order of retail E-Commerce sales. Where no comparable E-Commerce sales figures were available, other relevant criteria were used to rank the countries, such as Internet and online shopper penetration rates.
- Each country description starts with an overview of the market, highlighting the overall B2C E-Commerce development.
- Next, the “Trends” section includes an overview of market trends, such as M-Commerce and cross-border online shopping. This information was not available for each of the covered countries.
- The section “Sales & Shares” covers the development of retail B2C E-Commerce sales and E-Commerce’s share of total retail sales, where available.
- In the “Users & Shoppers” section, the information about Internet penetration and online shoppers is included.
- Afterwards, the section “Products” shows the leading product categories purchased online. For some of the covered countries this information was not available.
- The next section, “Payment”, covers the payment methods most used by online shoppers, or other information related to online payment, where available.
- Furthermore, the “Delivery” section covers information related to delivery in B2C E-Commerce. This information was not available for each of the covered countries.
- Finally, the “Players” section includes information about the leading B2C E-Commerce companies, such as rankings of top online shopping platforms by website visits.

DEFINITIONS



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The following expressions and definitions are used in this market report*:

- **B2C E-COMMERCE** the sale of products (and services) through electronic transactions via the Internet from businesses to consumers (B2C). A broader definition of retail E-Commerce applied by some sources also includes consumer-to-consumer (C2C) sales.
- **E-COMMERCE SALES** the total sales generated either on the E-Commerce market in a certain country or region, or the total sales generated through E-Commerce by a player on the market.
- **M-COMMERCE** M-Commerce, also called “Mobile Commerce”, means the sale of products (and services) through electronic transactions via mobile devices, such as mobile phones, tablets and smartphones.
- **CROSS-BORDER B2C E-COMMERCE** the sale of goods (and services) directly to consumers in other countries, with orders delivered from the country where the foreign shop is based or from a central logistics facility, i.e. across the country’s borders. Both B2C and C2C transactions might be included in the definition of retail cross-border E-Commerce.
- **SOCIAL COMMERCE** the use of social media in E-Commerce transactions, where social networks and other social media platforms assist the selling and buying of products and services online.
- **INTERNET USERS** the total number of inhabitants in a certain country that regularly accesses the Internet.
- **ONLINE SHOPPERS** the total number of inhabitants in a certain country or region that participates in B2C E-Commerce.
- **E-COMMERCE MARKETPLACE** platforms where third-party merchants (B2C) or individuals (C2C) can sell their digital or physical products online whereas the marketplace operator acts as an intermediary.
- **ONLINE CLASSIFIEDS** an online platform, where both consumers and businesses can publish small advertisements about the sale of goods and services.

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

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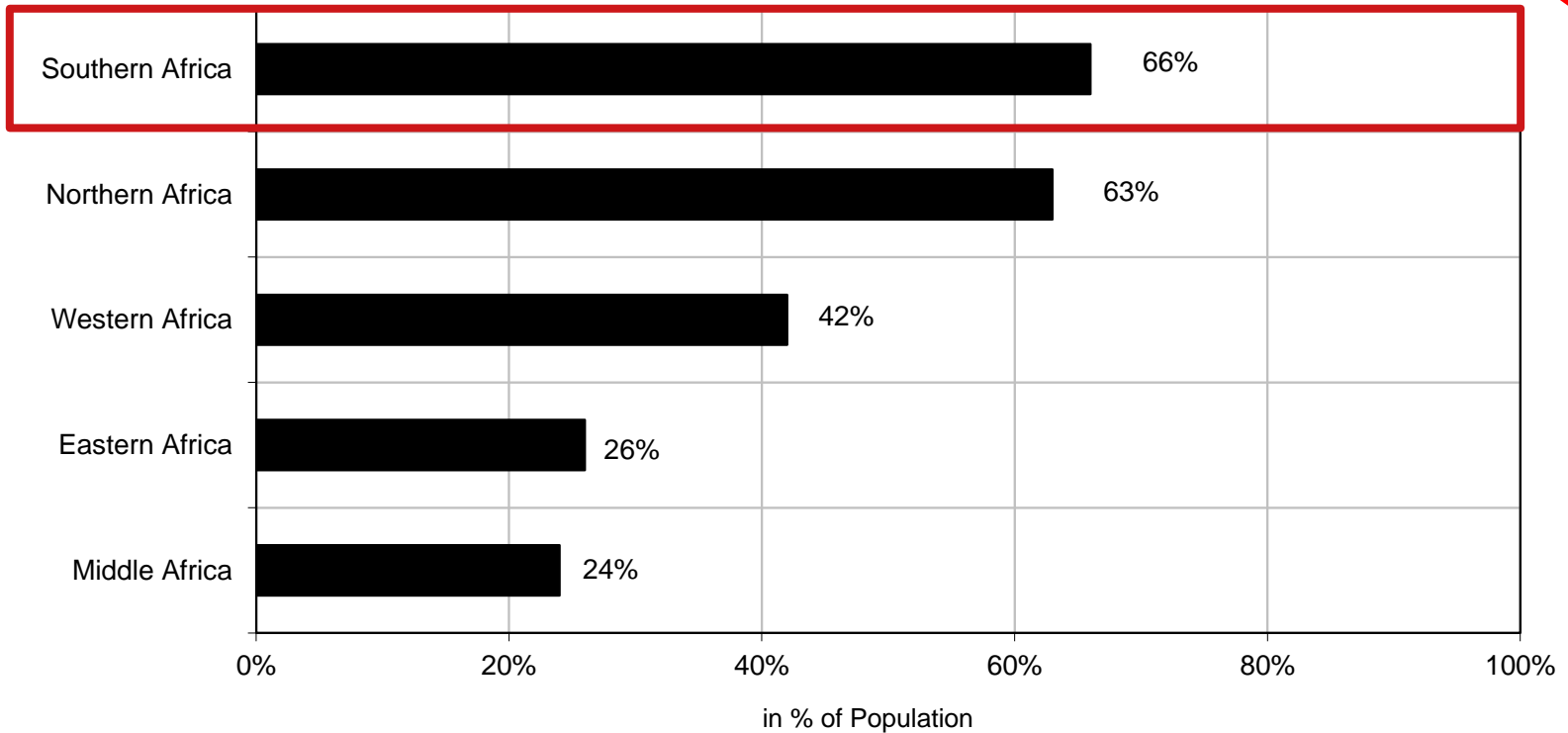
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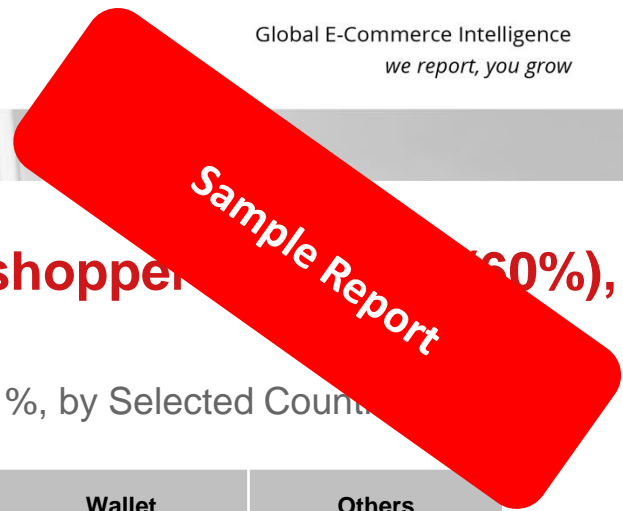


Southern Africa (66%) had the Internet penetration rate higher than other African sub-regions, as of February 2022.

Africa: Internet Penetration in Africa, in % of Population, by Sub-Region, February 2022



Note: Based on data published by the ITU, local government bodies, GWL, GSMA intelligence, Eurostat, APJII, CNNIC, the U.N., CIA world factbook
Source: We Are Social and Kepios, February 2022



Cash was still used by the majority of online shoppers in Egypt (60%), Kenya (40%) and Morocco (74%), as of 2021.

Africa: Breakdown of Payment Methods Used in B2C E-Commerce, in %, by Selected Countries: Egypt, Kenya, Morocco, Nigeria and South Africa, 2021e

| | Cash | Card | Bank Transfer | Wallet | Others |
|--------------|------|------|---------------|--------|--------|
| Egypt | 60% | 25% | 8% | 6% | 1% |
| Kenya | 40% | 25% | 0% | 35% | 0% |
| Morocco | 74% | 23% | 1% | 2% | 0% |
| Nigeria | 23% | 35% | 21% | 7% | 14% |
| South Africa | 9% | 43% | 18% | 20% | 10% |

Definition: payment for online retail sales
Source: Terrapay, IBSi, June 2021



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