



Global E-Commerce Intelligence
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SAMPLE REPORT
AFRICA B2C E-COMMERCE MARKET 2024

PUBLICATON DATE: APRIL 2024

PREFACE

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A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum objectivity for 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.
- yStats.com delivers all research results as PowerPoint files. All data can therefore be used directly for board presentations or be individually adapted.
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GENERAL METHODOLOGY OF MARKET 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. Our reports are based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, business 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.

METHODOLOGY OF THE CURRENT REPORT



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Report Coverage

- This report covers the Africa B2C E-Commerce market. Major countries from the region are covered in the report. A broad definition of retail E-Commerce used by some original sources cited in this report might include both B2C and B2B E-Commerce.
- This report contains relevant international comparisons, information about market trends, B2C E-Commerce sales and shares, Internet users and shoppers, products, payment methods and players. Not all types of information were included for each region/country, due to varying data availability.

Report Structure

- The report starts with an overview of the regional B2C E-Commerce market data, including data on online payments, cryptocurrency, as well as B2C E-Commerce players. The rest of the report is divided into country chapters and presented in the descending order of retail E-Commerce sales. Within each country chapter, broader B2C E-Commerce data is included, when available.
- Each country description starts with an overview of impact of B2C e-commerce adoption on businesses. Depending on data availability, charts also include information about the B2C E-Commerce channels used by businesses. Not all the mentioned types of information are available for each of the countries covered.

DEFINITIONS

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The following expressions and definitions are used in this 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.
- ONLINE SHOPPERS**

the total number of inhabitants in a certain country or region that participates in B2C E-Commerce.
- DIGITAL ECONOMY**

digital economy refers to an economic system based on digital technologies, encompassing all businesses, transactions, and services conducted through the Internet
- ONLINE PAYMENT**

Transfer of money made over the Internet following a consumer's payment command, includes payments for product and service purchased in B2C E-Commerce and M-Commerce.
- MOBILE PAYMENT**

A wide definition of mobile payments includes payments made remotely in M-Commerce and proximity payments made in-store, such as via QR code scanning and NFC technology.
- ALTERNATIVE PAYMENTS**

Generally refers to payment methods other than credit card or bank card payments. Widely defined, alternative online payment methods include bank transfers and direct debit, digital wallets, pre-paid cards and private label cards, invoice, and digital currency. May also include cash on delivery and card schemes by local companies other than global card brands.
- 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.

Note: *the definitions in the original sources may differ from those on the chart; exact definitions from each source, where available, are included on the respective charts

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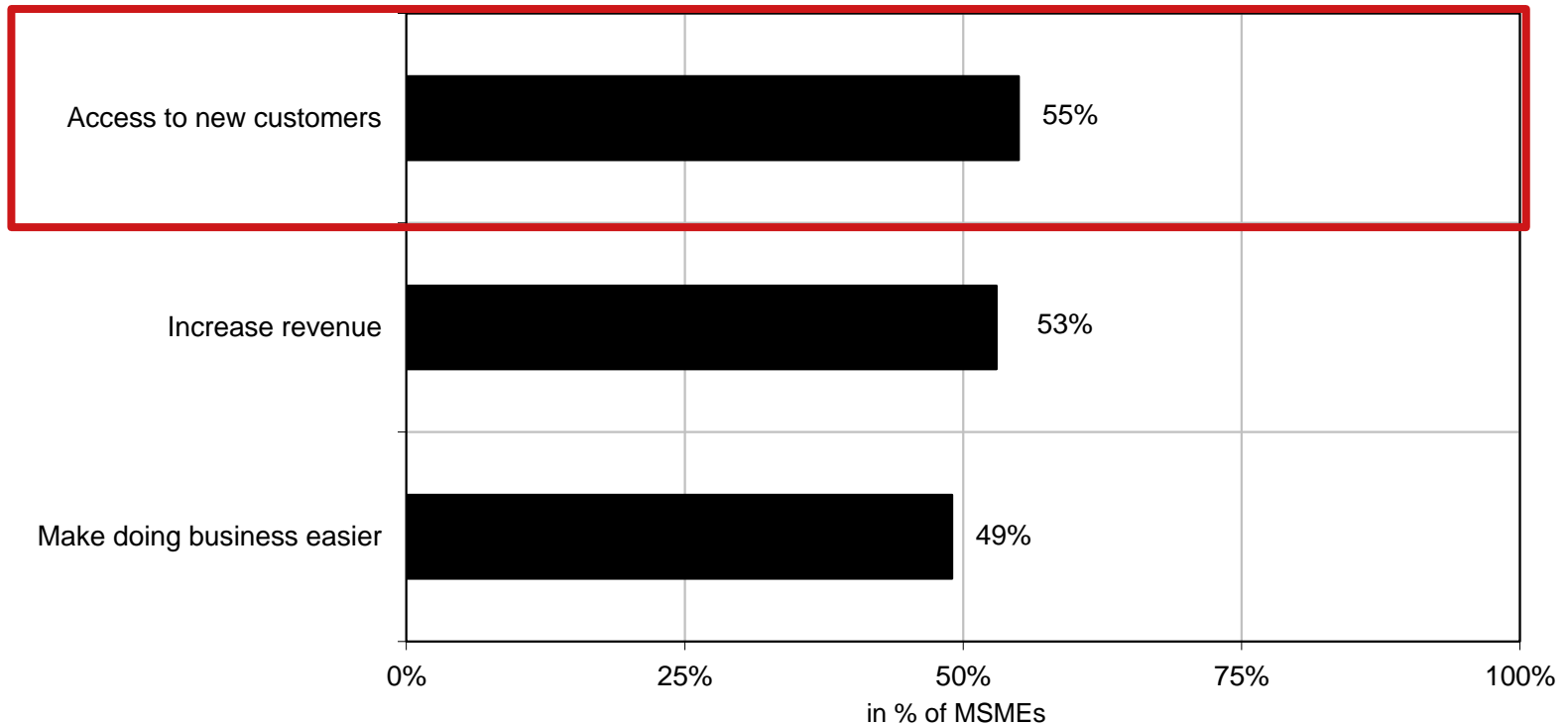
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As of April 2023, for 55% of MSMEs in Africa, “access to new customers” was the main reason for B2C E-Commerce adoption.

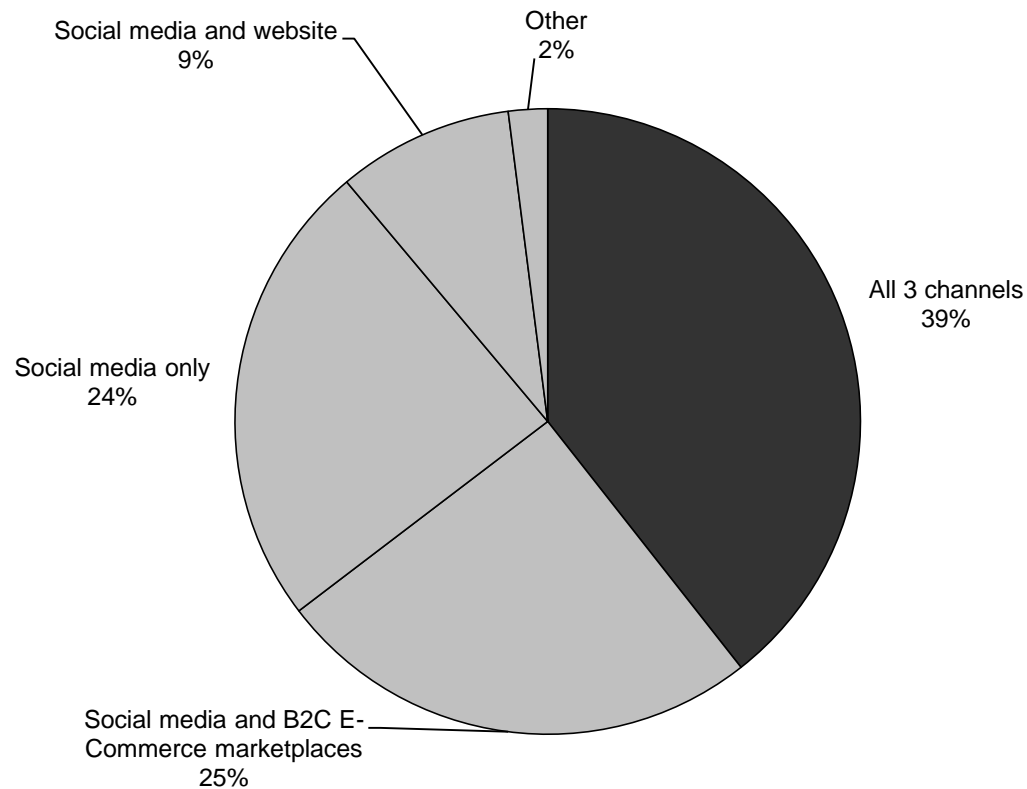
Africa: Top 3 Reasons for B2C E-Commerce Adoption, in % of MSMEs, April 2023



Note: does not add up to 100% due to multiple answers possible
Survey: based on a survey of 1,591 MSMEs from Egypt, Ethiopia, Ghana, Kenya, Nigeria, and South Africa, conducted between February and April 2023
Source: GSMA, October 2023

39% of MSMEs in South Africa used “all 3 channels” as their B2C E-Commerce channels in April 2023.

South Africa: Breakdown of B2C E-Commerce Channel Use, in % of MSMEs, April 2023



Note: does not add up to 100% due to rounding
Survey: based on a survey of 1,591 MSMEs from Egypt, Ethiopia, Ghana, Kenya, Nigeria, and South Africa, conducted between February and April 2023
Source: GSMA, October 2023



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