



Euromonitor
International

Retail E-Commerce in South Africa

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Growth Accelerates as Marketplaces and Grocery Delivery Reshape Consumer Behaviour

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Retail E-Commerce Growth Accelerates as Marketplaces and Grocery Delivery Reshape Consumer Behaviour

Chart 2 - Takealot pilots its fast delivery service through TakealotNOW

Smart Fulfilment and Quick-Commerce Redefine Convenience in Retail E-Commerce

The Foschini Group'S Bash App Reshapes Shopper Journeys through Omnichannel Integration

Chart 3 - The Foschini Group is gaining traction with its Bash app

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

Chart 6 - Analyst Insight for Retail E-Commerce

WHAT'S NEXT?

Logistics Expansion and Marketplace Dominance Drive Structural E-Commerce Growth

Buy Now Pay Later Accelerates Financial Inclusion and Reshapes Online Purchasing Behaviour

Omnichannel Engagement and Social Commerce Redefine Digital Retail Experience

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Retail E-Commerce Becomes More Fragmented as Takealot'S Lead Eases and Shoprite Gains Share through Logistics-Led Omnichannel Expansion

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Retail E-Commerce

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Retail E-Commerce

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in South Africa - Industry Overview](#)

EXECUTIVE SUMMARY

Cautious Resilience Amid Macroeconomic Pressure and Evolving Value-Driven Retail Dynamics

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Cautious Resilience Amid Macroeconomic Pressure and Evolving Value-Driven Retail Dynamics
Discounters and Supermarkets Capture Shoppers through Affordable Pricing
Chart 18 - Skubu redefines affordability in South Africa
Rapid E-Commerce Growth Is Driven by Convenience, Affordability, and Digital Platform Expansion
Chart 19 - The Checkers Website Brings Sixty60 to Millions of Users
Chart 20 - Value Sales 2020-2030
Chart 21 - Value Sales by Category 2025
Chart 22 - Analyst Insight for Retail

WHAT'S NEXT?

Supermarkets Will Expand Reach as Urbanisation Fuels Demand for Convenience
Retail E-Commerce Is Set to Accelerate as Digital Access Widens and Payment Security Improves
Niche Entrants Will Diversify Offerings as Consolidation Limits New Expansion Routes
Chart 23 - Forecast Value Sales 2020-2030
Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Shoprite Holdings Consolidates Its Leadership as South Africa's Retail Market Intensifies
Strategic Consolidation and Premiumisation Concepts Reshape Competition
Chart 25 - Woolworths Launches Its New Store Design in Tygervally
Chart 26 - Pantry Introduces Ultra-Luxury to South African Convenience Stores
Chart 27 - Company Shares 2025
Chart 28 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail
Opening Hours for Physical Retail
Summary 1 - Standard Opening Hours by Channel Type 2025
Seasonality
Christmas
Back to School

ECONOMIC CONTEXT

Chart 29 - Economic Context for Retail
Chart 30 - Real GDP Growth 2020-2030
Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Retail
Chart 33 - Population 2020-2030
Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-e-commerce-in-south-africa/report.