

# **E-Commerce - South Africa (2017)**

E-Commerce - South Africa by Mintel Market Sizes provides you with annual year-end market size data, most recently updated in 2017.

This market covers media, fashion, computer related products, electrical and electronic equipment, home and garden products, travel, groceries and other products bought on-line via computers or mobile phones by consumers. It excludes second hand products, including those bought on eBay; and products bought by mail order/telephone orders. Market value comprises on-line sales including sales tax through all types of retailers.

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## **Segmentation of this market**

- Computer Related
- Fashion
- Grocery
- Media
- Other E-Commerce
- Other Electricals/Electronics
- Other Home & Garden
- Travel

## **Compound annual growth rates**

Compound annual growth rate (CAGR) is provided for this market and is based on the last 5 years of available data.

## **Socio-economic data**

Included with this snapshot is socio-economic data for South Africa. Population, Consumer Price Index (CPI), Gross Domestic Product (GDP), Exchange Rates.

## **Market Size & Forecast**

Market size for E-Commerce - South Africa is given in ZAR with a minimum of five years' historical data. Market Forecast is provided for five years.

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