



Capitals
Pretoria, Cape Town

Population
60.4M

Time zone
GMT +2

Currency
ZAR R
South African rand

SOUTH AFRICA

Top E-commerce Industries



Electronics
(25.8%)



Fashion
(20.7%)



Hobby & Leisure
(19.9%)

Top 20 Websites include

Hollywoodbets, BetWay, Youtube, Facebook, Wikipedia, Tubidy, Instagram, Twitter, Tik Tok, LottoStar, Takealot, Pinterest, Goojara, AutoTrader, Clicks, IMDb, FlashScore, National Lottery, Gosloto, 49's

Top Content Categories



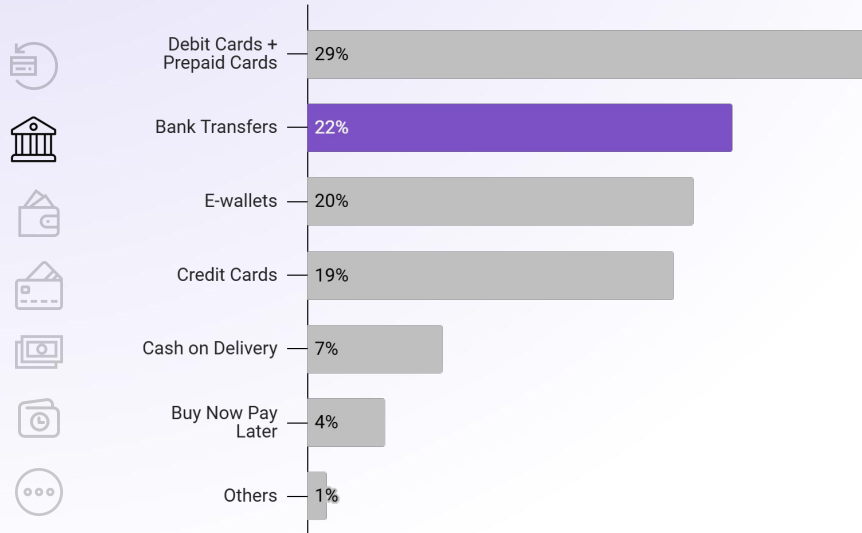
Betting & Lottery-related websites
6 out of top twenty are Betting & Lottery websites.
83.2M search website per month.



Online shopping
3 out of top twenty are E-Commerce websites.
That's 9.4M search website per month.

PAYMENTS METHODS. SOUTH AFRICA

Popularity of e-commerce payment methods



Market Projection

29.9%

Annual CAGR growth rate of Digital Payments during 2024-2029

\$56.8B

Anticipated Digital Payments transaction value in 2029 compared to current \$19.9B

sources: Statista, Mar 2024



LPM ADOPTION. SOUTH AFRICA



Method	Bank transfer
Type	Mobile banking
Category	Wallet
Payments	Yes
Disbursements	No
Authorization speed	Instant
Refunds	n/a

South Africa's bank transfer system is anchored by RTC (Real-Time Clearing) for instant payments and EFT (Electronic Funds Transfer) for scheduled transfers, regulated by the SARB for security and efficiency. Innovations like PayShap enable low-cost, real-time payments, promoting inclusion.

Reasons for Popularity



Widespread Adoption: As of November 2022, over 12.7 million Australians have registered for PayID, reflecting its extensive reach and acceptance across the country.



Instantaneous Transfers: PayID facilitates near real-time payments, enabling users to send and receive funds almost instantly, enhancing the efficiency of personal and business transactions.



Enhanced Security: By using simple identifiers and operating within the secure environment of users' existing online banking platforms, PayID reduces the risk of errors and fraud associated with traditional bank transfers.



12.7M users