

E-commerce landscape in SA - Insights and trends for marketers?

Issued by [Amasa](#)

1 Dec 2021

There is no doubt that Covid-19 resulted in the acceleration of digital technology across sectors both in SA and abroad. One of the significant digital solutions for shopping during hard-lockdown has been the e-commerce platforms and many physical retailers improving their e-commerce capabilities to cater for consumers.



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**THE E-COMMERCE LANDSCAPE IN SA
- INSIGHTS & TRENDS FOR MARKETERS.**


STEF MICHAEL
Marketing Executive: JD TECH


LEBO LION
Founder: BEOPLE SA


SONIA CORREIRA
Strategist: Integer/Hotspot

**DATE: 1 DECEMBER 2021
TIME: 16:30**

 **ZOOM
WEBINAR** |  **LIVE**

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According to ecommerceBD website, South Africa is the 37th largest market for eCommerce with revenue estimated at \$4bn in 2020. The emergence of new markets within the e-commerce ecosystem is expected to do well and existing markets continue to thrive. Improving online shopping infrastructure for consumers create a lucrative environment for e-

commerce.

How can marketers and advertisers leverage the data on consumer insights, shopper interests, attitudes and the overall customer journey derived from e-commerce? Would converting the offline shopper to online make the jobs of marketers and advertisers easier or does this to consumers differ?

Join Amasa Ignite Forum as we host industry representatives to unpack some of the facts behind this topic with panellist:

- Sonia Correia: Strategist @ Integer Hotspot
- Stef Michael: TECH Marketing Executive @ JD
- Lebo Lion: Founder @ The Voice of Marketing

Free entry: Book your e-seat on the link below:

https://us06web.zoom.us/webinar/register/WN_yHSQXEpUSTy45ZioVKePGg

Forum details:

- Date: Wednesday, 1 December 2021
- Time: 4.30-5.45pm
- Enquiries: Andrew Maluleka @ andrewatamasa@gmail.com

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▪ **Amasa presents She Leads. She Empowers. The Unique Qualities of Women Leadership - 31 August 4.30pm** 28 Aug 2020

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