

# Africa E-Commerce Market Demand, Share, Size, Growth, Trends, Companies Analysis | Research Report 2023 -2028

BROOKLYN, NY, USA, February 22, 2023 /EINPresswire.com/ -- The latest research study "Africa E-Commerce Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028" by IMARC Group, finds that the Africa e-commerce market is expected to exhibit a growth rate (CAGR) of 26.5% during 2023-2028.

Year considered to estimate the market size:

- Base year of the analysis: 2022
- Historical period: 2017-2022
- Forecast period: 2023-2028

Industry Insight:

E-commerce, or electronic commerce, is the purchasing and marketing of goods and services online across various business models, including business-to-business (B2B), business-to-consumer (B2C), and consumer to consumer (C2C). It includes activities such as online banking, ticket booking, auctions, payment gateways, and customer support. E-commerce offers numerous benefits, including offering discounts, lowering inventory costs, providing hassle-free delivery of goods and services, and increasing profit margins. One of the most substantial advantages of e-commerce is its ability to provide a global reach, allowing sellers to connect with customers from all around the world. Moreover, e-commerce facilitates direct communication between parties, enabling faster transactions and improving overall business efficiency.

Africa E-Commerce Market Statistics:

In Africa, the increasing demand for online shopping due to rapid penetration of the internet and smartphones represents one of the primary factors bolstering the [Africa e-commerce market](#)



Africa E-Commerce Market to Grow at 26.5% During 2023-2028, Augmented by Increasing Integration with Advanced Technologies

**Africa E-Commerce Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028**

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Africa E-Commerce Market Research Report 2023-2028 by IMARC Group

growth. This is further influenced by the growing presence of international companies in the region. Additionally, the COVID-19 pandemic significantly shifted consumer preferences from traditional brick-and-mortar retail stores to online shopping to maintain social distancing, which, in turn, is accelerating the market growth. Apart from this, the integration of e-commerce platforms with advanced technologies, such as predictive analytics, artificial intelligence (AI), and cloud computing, to improve business efficiency, minimize operational costs, and facilitate better decision-making, is creating a positive outlook for the market.

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Africa E-Commerce Market 2023-2028 Competitive Analysis and Segmentation:

Competitive Landscape with Key Players:

The competitive landscape of the Africa e-commerce market has been studied in the report with the detailed profiles of the key players operating in the market.

Top e-commerce platforms in Africa:

- Alibaba Group (NYSE: BABA)
- Amazon.com, Inc
- Avito Holding AB
- Bidorbuy.com Inc
- DHL International GmbH
- DealDey Ltd.
- eBay Inc. (NASDAQ: EBAY)
- GumTree.com Limited
- Jiji Press Ltd.
- Jumia Technologies AG
- Konga Online Shopping Ltd.
- Naspers Ltd.
- OLX Group.

Report Segmentation:

The report has segmented the Africa e-commerce market on the basis of business model, mode of payment, service type, product type and country.

Breakup by Business Model:

- B2C
- B2B

- C2C
- Others

#### Breakup by Mode of Payment:

- Payment Cards
- Online Banking
- E-Wallets
- Cash-On-Delivery
- Others

#### Breakup by Service Type:

- Financial
- Digital Content
- Travel and Leisure
- E-Tailing
- Others

#### Breakup by Product Type:

- Groceries
- Clothing and Accessories
- Mobiles and Electronics
- Health and Personal Care
- Others

#### Breakup by Country:

- South Africa
- Nigeria
- Egypt
- Morocco
- Kenya
- Others

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#### Key Highlights of the Report:

- Market Performance (2017-2022)
- Market Outlook (2023-2028)

- Market Trends
- Market Drivers and Success Factors
- Impact of COVID-19
- Value Chain Analysis
- Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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Our offerings include comprehensive market intelligence in the form of research reports, production cost reports, feasibility studies, and consulting services. Our team, which includes experienced researchers and analysts from various industries, is dedicated to providing high-quality data and insights to our clientele, ranging from small and medium businesses to Fortune 1000 corporations.

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pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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