

49: The state of e-commerce in South Africa

Find out more about the current of the South African e-commerce environment and the trends in online shopping over the past decade by listening to the podcast of last week's [Biz Takeouts Marketing & Media radio show](#), which airs every Thursday from 5-6pm streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)

Lineup

In the Cape Town studio on Thursday, 17 January 2013, was Gary Hadfield, CEO of Loot.co.za ([@lootcoza](#)). Hadfield and show host [Warren Harding](#) ([@bizcomwazza](#)) discussed how Loot.co.za started back in 2003, the revamp in October 2012 and the performance of online shopping in South Africa over the festive season. They also looked at the current trends and the future growth of online shopping in South Africa and the impact mobile has had on e-commerce.



Gary Hadfield and Warren Harding in studio.

[click to enlarge](#)

The news roundup covered:

- [\[2013 trends\] South Africa's marketing research industry in 2013 and beyond](#)
- [\[2013 trends\] Cheaper, better, faster](#)
- [\[2013 trends\] Social media marketing and the youth](#)
- [\[2013 trends\] Who said magazines are dead?](#)
- [\[2013 trends\] Reinventing the sales function](#)

Podcast

If you missed the show, [download](#) (43.2MB) or [listen](#) to the podcast (47:13 minutes).

Episode 49: The state of e-commerce in South Africa

Date: 17 January 2013 **Length:** 47:13min **File size:** 43.2MB **Host:** Warren Harding

Listen every week

For the very best highlights of marketing and media news in South Africa and Africa:

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone](#), [Blackberry](#) or [Android apps](#)

Comments or questions

- Email: biztakeouts@bizcommunity.com
- Twitter: tweet [@BizcomWazza](#) or [@SimoneBiz](#) using the hashtag [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.

For more:

- Bizcommunity Special Section: [Biz Takeouts](#)
- Bizcommunity Search: [Biz Takeouts](#)
- Previous Biz Takeouts podcasts: [Bizcommunity](#)
- Bizcommunity: [twitterfall](#)
- Twitter Search: [#biztakeouts](#) OR ["Biz Takeouts"](#)
- Email: biztakeouts@bizcommunity.com

For more, visit: <https://www.bizcommunity.com>