

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.



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**

[click to enlarge](#)

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

▪ **E-commerce landscape in SA - Insights and trends for marketers?** 1 Dec 2021

▪ **Amasa forum event is back at the normal venue: Advertising spend is up - has the industry turned the corner?** 9 Nov 2021

▪ **Amasa Media Management in Brand Building online course with Vega School: 1 July-9 September 2021** 18 May 2021

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

▪ **Amasa Ignite Webinar Forum - Purpose-driven conscious marketing** 28 Jul 2020

[Amasa](#)



The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

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