



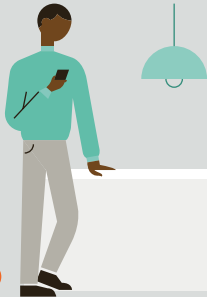
68% of South African consumers say they are shopping more online since the onset of the COVID-19 pandemic

52%

of consumers are spending more money on virtual experiences

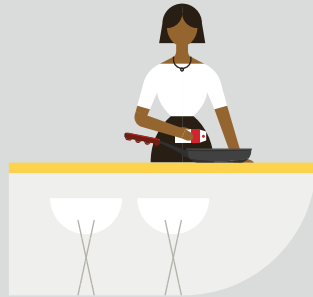


LEARNING NEW ONLINE SKILLS



76%

are starting to bank online



55%

are learning how to cook through online tutorials



29%

are learning how to dance online

THE MOST POPULAR ONLINE PRODUCTS



81%

of consumers purchased more data and airtime top up



56%

of consumers purchased more clothing



54%

of consumers purchased more groceries

CONSUMERS DISCOVERED NEW SELLERS



64%
Facebook



41%
Instagram

Methodology of Survey:

- 6x markets at 1,000 respondents each (South Africa, Nigeria, Kenya, UAE, KSA and Egypt)
- 3x markets at 500 respondents each (Ghana, Cote D'Ivoire and Tanzania)
- Online Survey