world wide worx

amazon.co.za

Amazon Small Business
Digital Adoption Research Key Findings

The Marketplace Gap

South African SMMEs are digitally engaged, but marketplace adoption is a big opportunity.

86%

Strong online sales penetration.

Among active online sellers, where do they sell?

Own Websites	Social Media	WhatsApp	Major Marketpalce
96%	67%	51%	32%

The Post-Sale Challenge

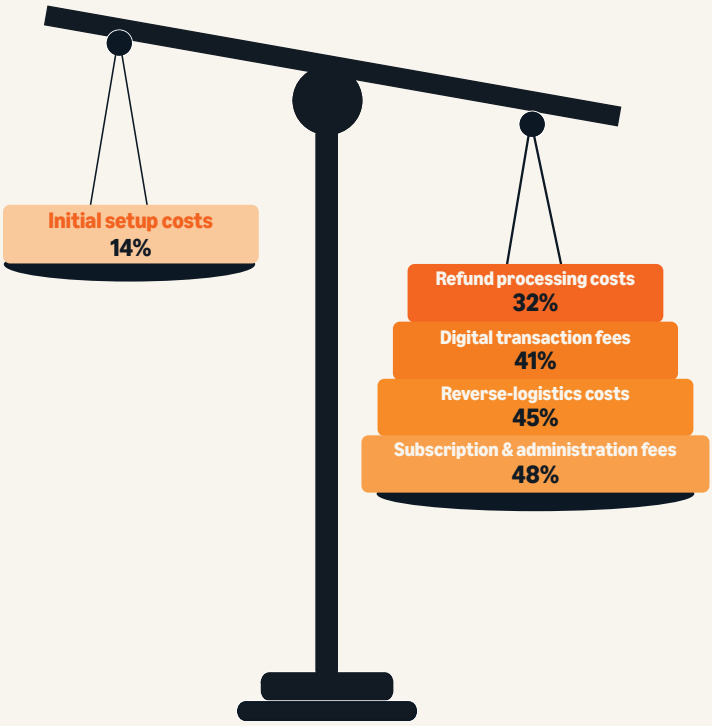
Logistics and Delivery

62%

Returns Management

46%

The cost burden is ongoing rather than once-off



Women-owned Businesses Lead in Structured Digital Selling But Face Greater Barriers

27% of women earn more than three quarters of their revenue online

13% of men earn more than three quarters of their revenue online

38% of women sell through major marketplaces

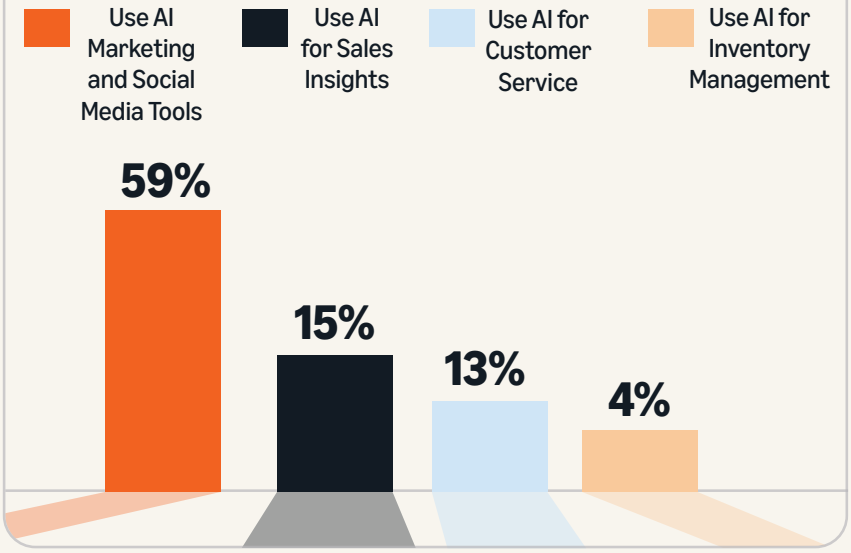
28% of men sell through major marketplaces

Women business owners report lower access to mentorship, compared to their male counterparts.

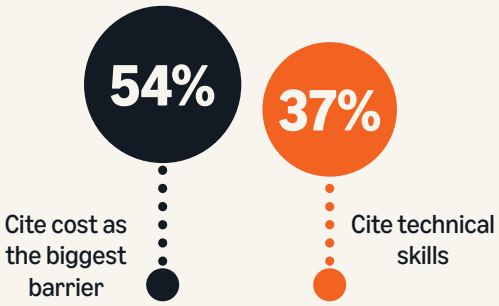


AI Adoption is Widespread but Shallow

AI Application Among South African SMMEs



Barriers to AI Adoption



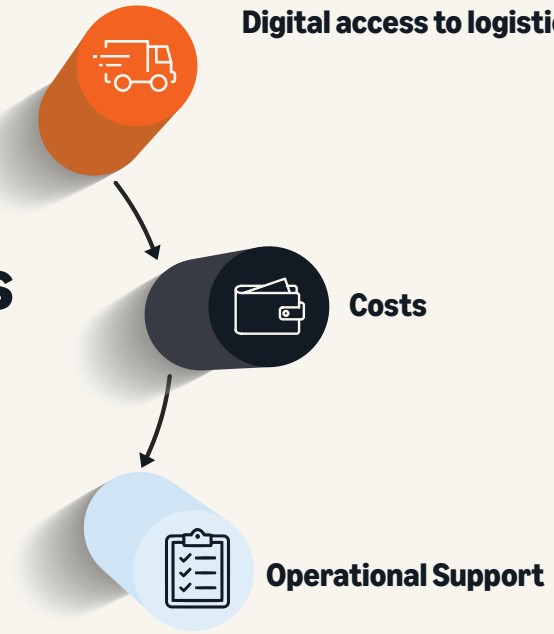
Interest in Affordable AI Solutions

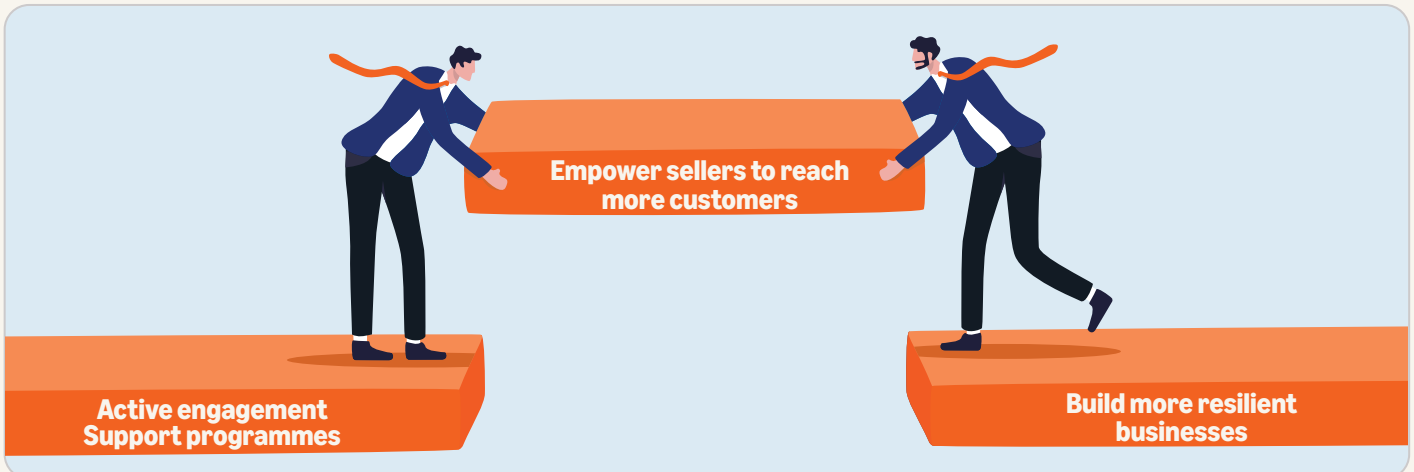
76%

Rate their interest in affordable AI solutions at 4 or 5 out of 5

Marketplace Call to Action

Growth barriers have shifted





Disclaimer: The research in this report was conducted by World Wide Worx, an independent technology research organisation, on behalf of Amazon. The findings are based on a survey of 1,400 South African small and medium retailers. The data and analysis are those of World Wide Worx and do not necessarily reflect the views of Amazon. Any use of the data should credit World Wide Worx.