

The growth of Africa's e-commerce future lies offline

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E-commerce in Africa has experienced massive year-on-year growth. Despite infrastructure challenges, e-commerce is expected to see 40% annual growth for the next ten years.



Picture: [Memeburn.com](#)

Africa, outside of South Africa, is a mobile-first, and largely unbanked economy. With mobile penetration reaching close to 70% on the continent, technology has shown extraordinary innovation, especially in the fintech sector.

The link between digital media and e-commerce is well documented and easily trackable. For this reason, we've scrutinised case studies highlighting the role social media plays in e-commerce success, and have ploughed expertise, time, and energy into building campaigns.

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