

Middle East and Africa

South Africa

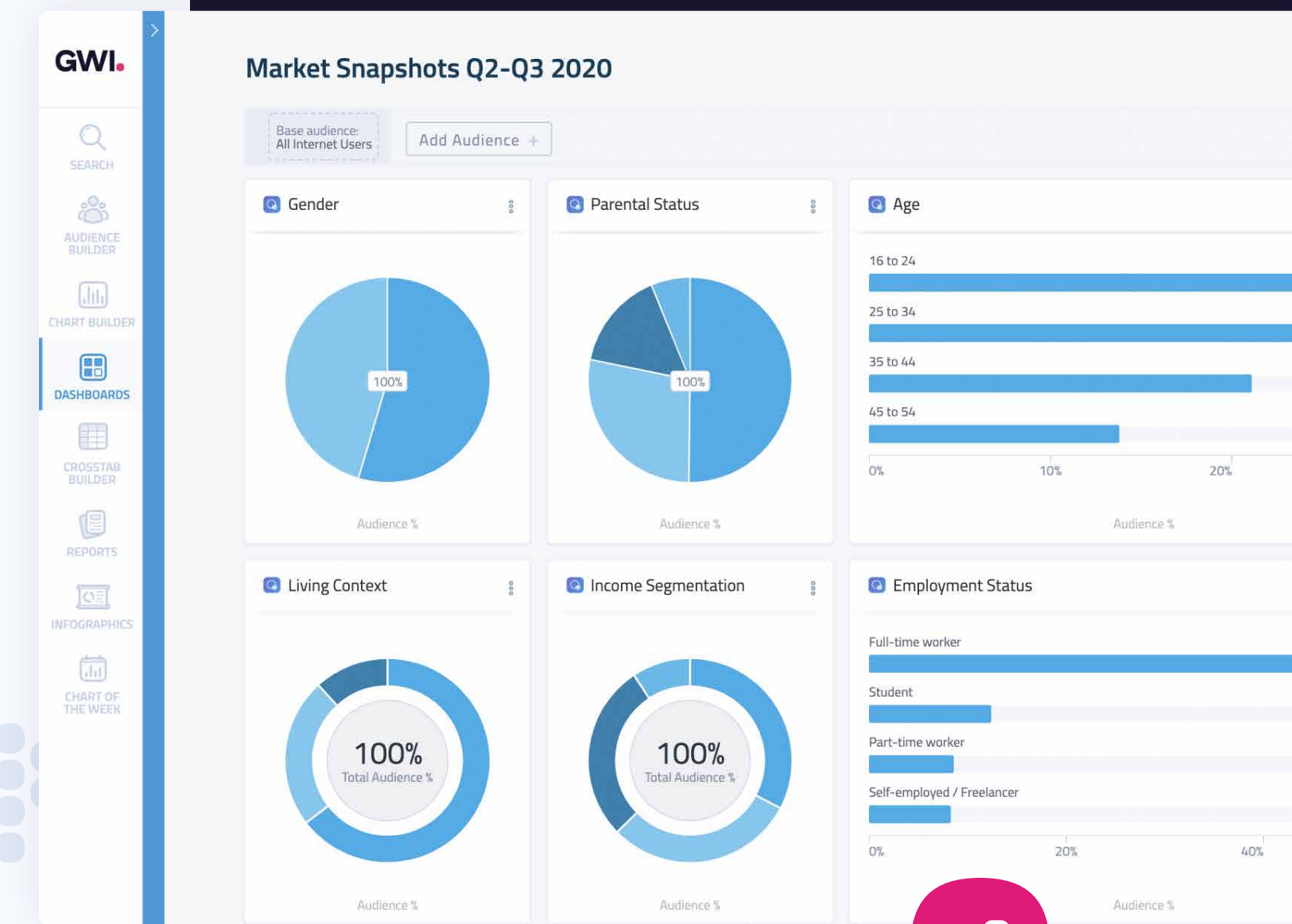
Key digital behaviors and trends over time and across demographics



Sample
Q2-Q3 2020
3,086

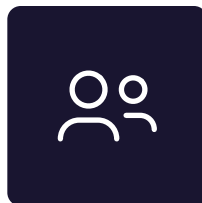
Internet
Penetration*
64%

*GWI's forecasts for 2020 based on 2018 ITU data



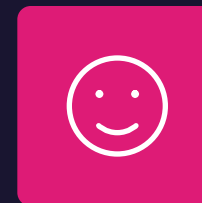
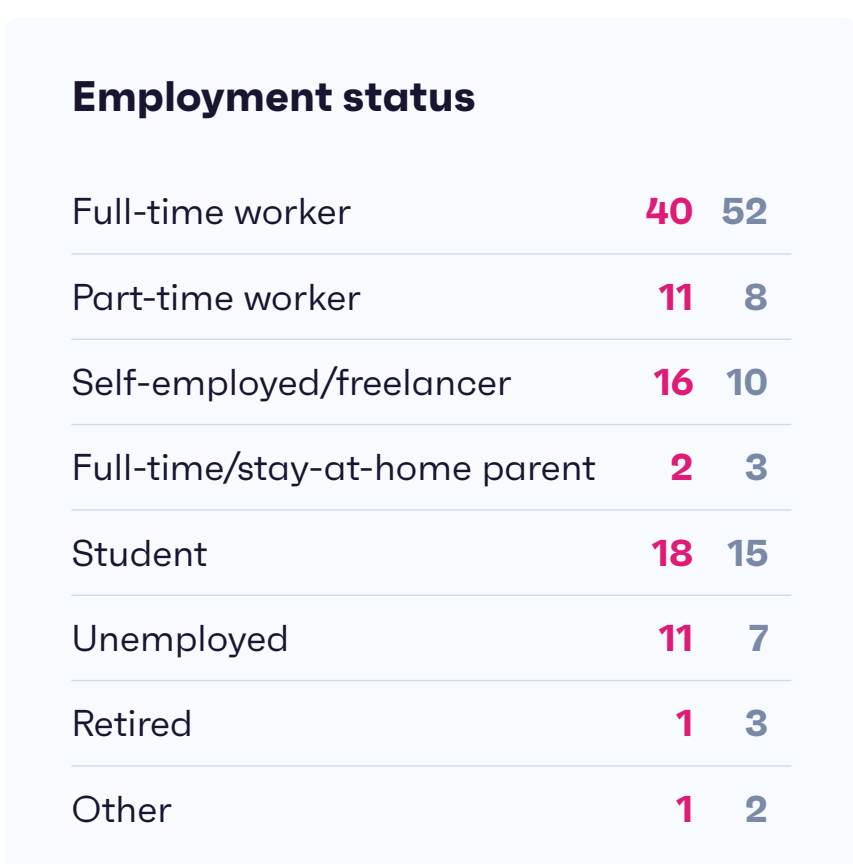
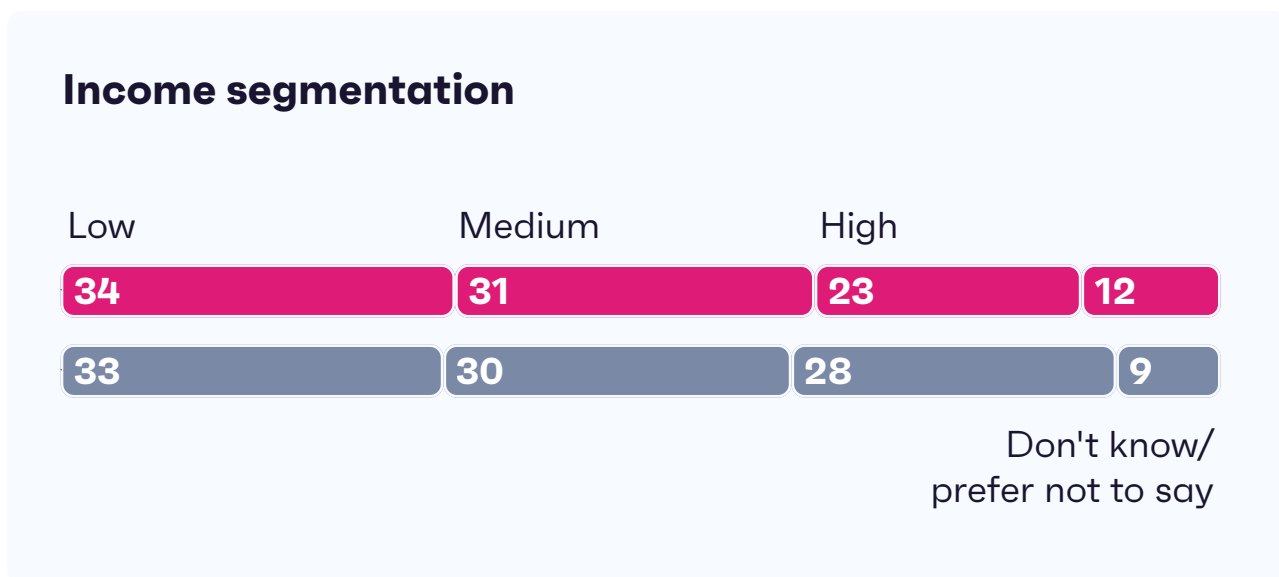
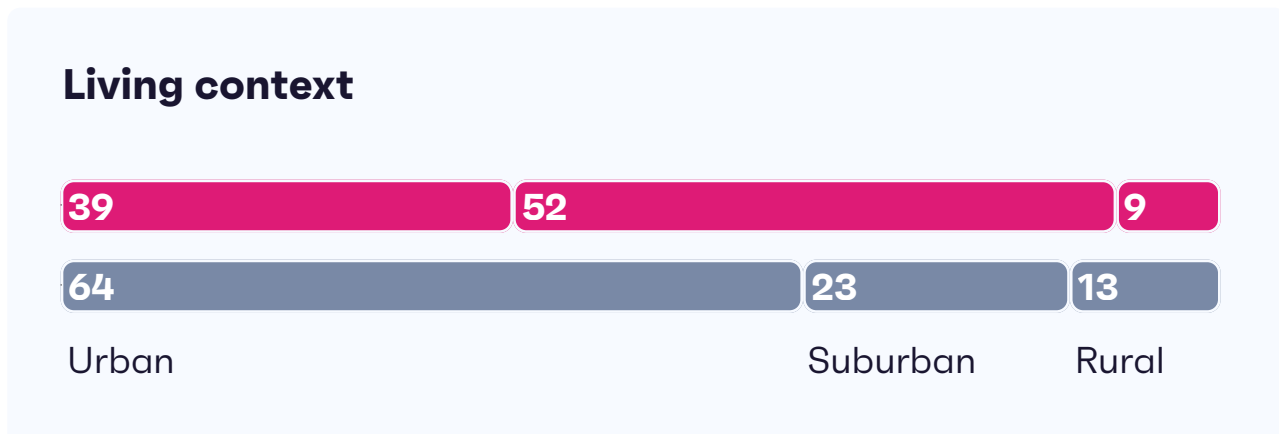
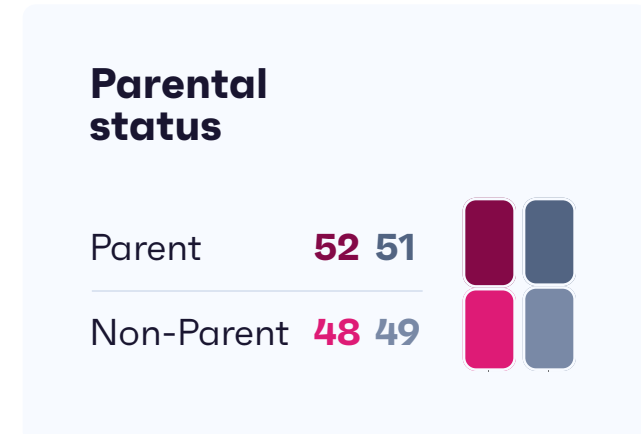
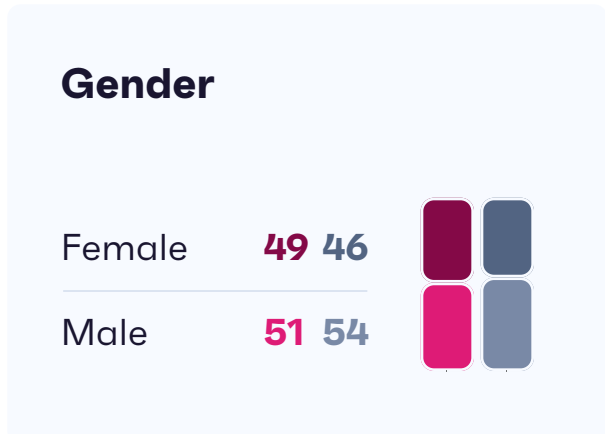
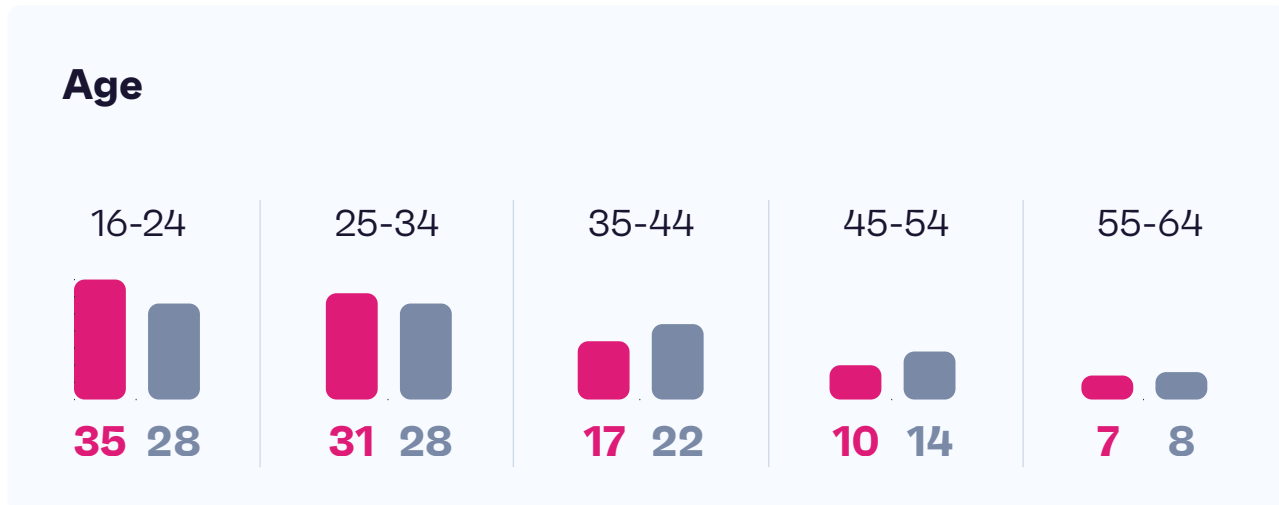
We've collected all charts in this report in an **interactive dashboard** on our Platform, where you can investigate the data by demographics, over time, and among custom audiences.

GWI.



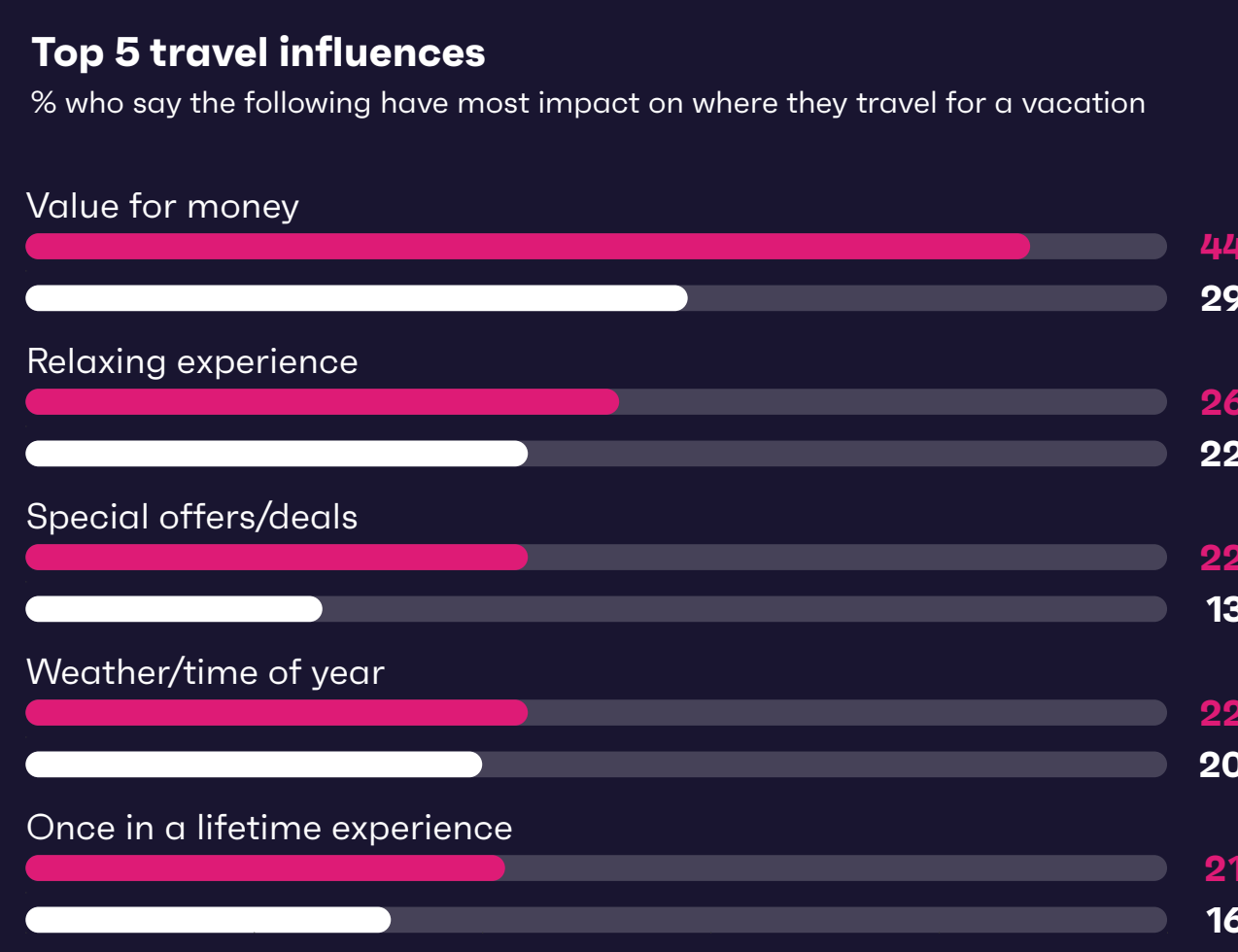
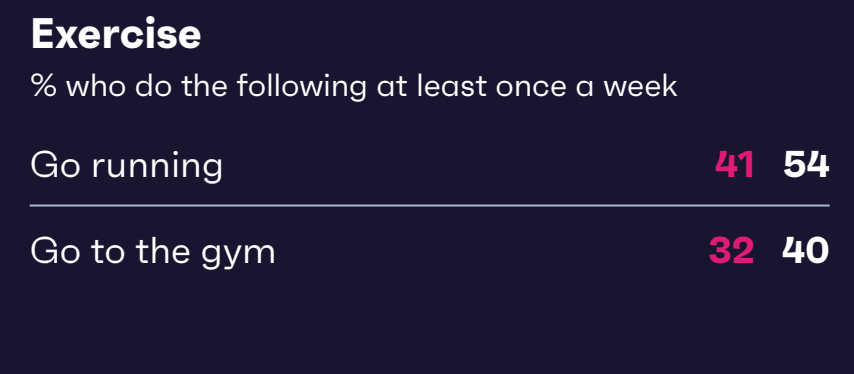
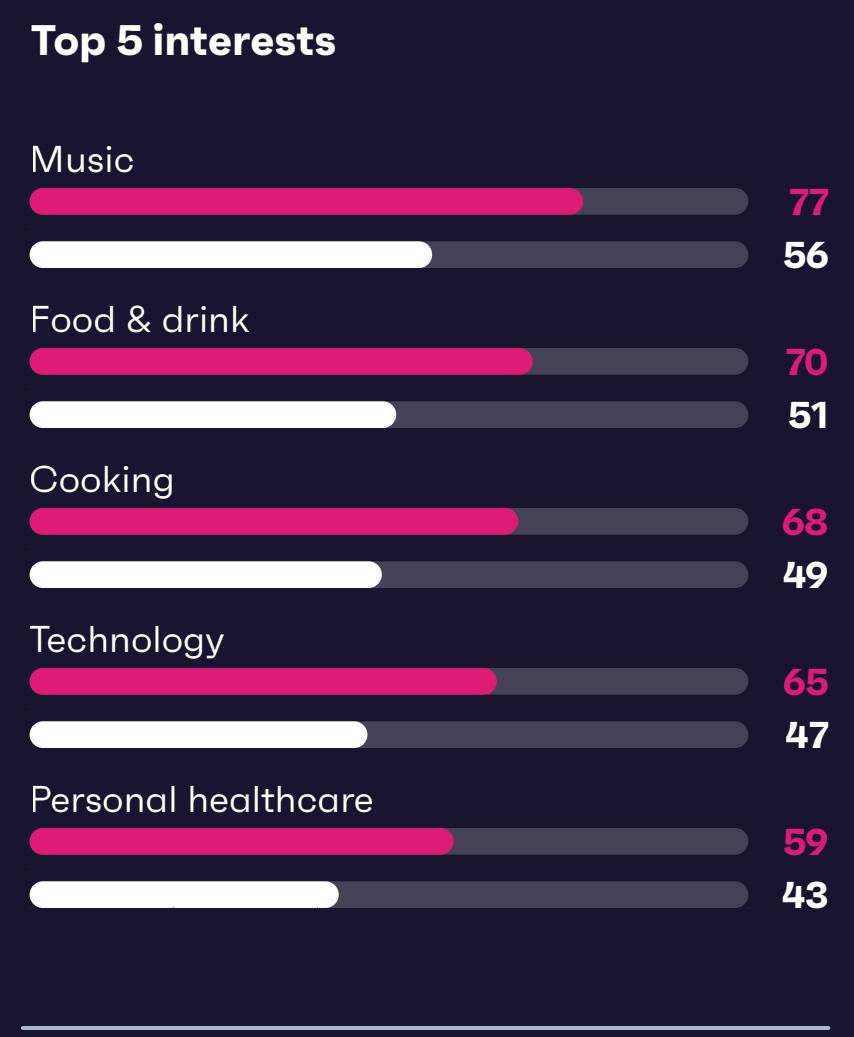
Who are they?

● South Africa %
● Global average %



What's their lifestyle?

● South Africa %
● Global average %



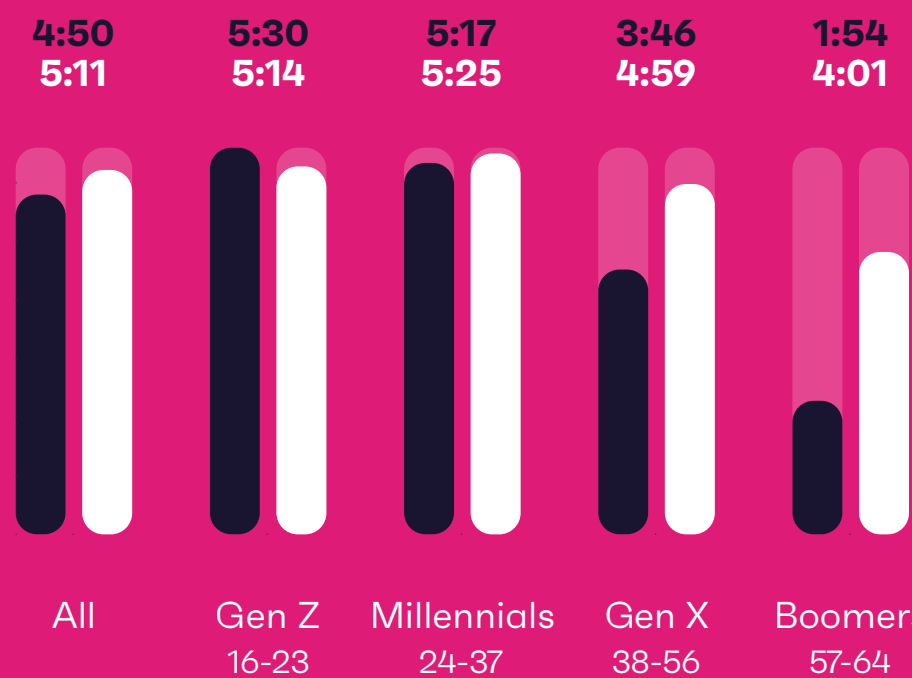


Time spent online



Average h:mm per day typically spent online on the following devices

Mobile PC/Laptop



How do they use technology and electronics?

South Africa % Global average %

Attitudes to technology

% who feel the following describe them

I am confident using new technology	60	43
I follow the latest technology trends and news	44	38
I worry about how companies use my personal data online	44	33
I am comfortable with my apps tracking my activity	35	25
I worry I spend too much time on my smartphone	33	31



Plan to buy a new phone or upgrade in the next 12 months

59% 57%

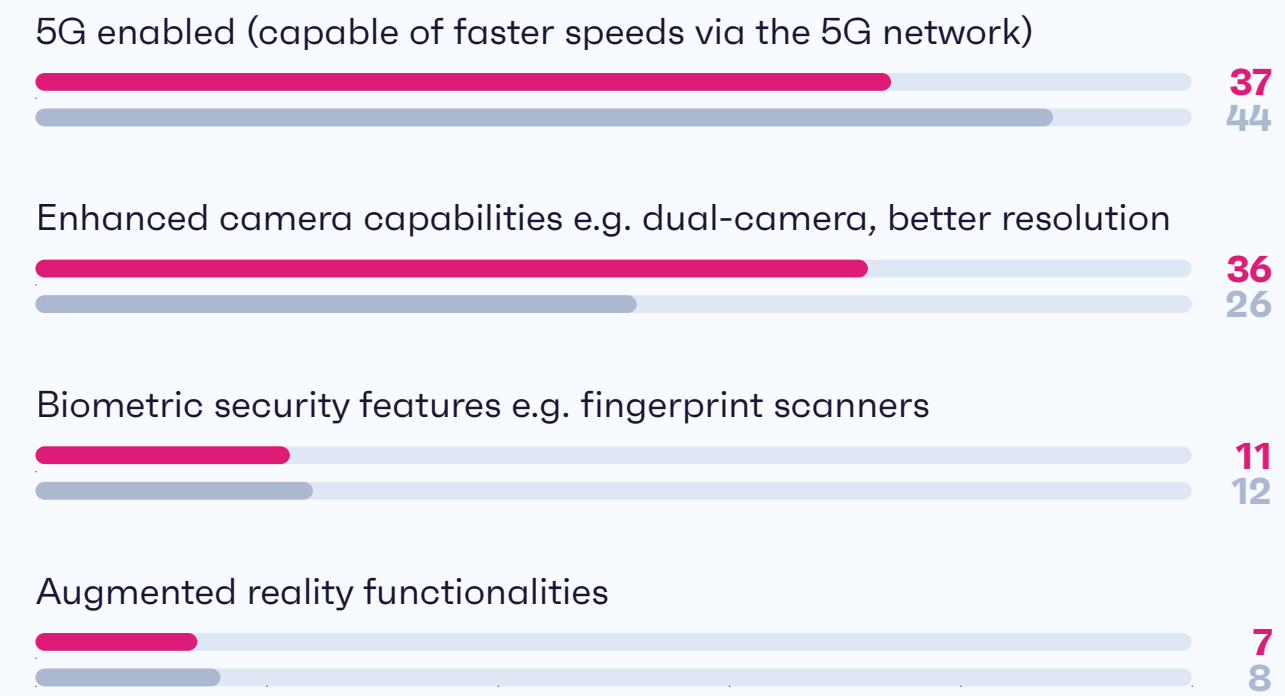
Top 5 handset brands for next purchase

% who say they would buy the following brands when they next upgrade or buy a new phone. Global figures in this chart exclude China

1.	Samsung	SAMSUNG	63	52
2.	iPhone	Apple	45	41
3.	Huawei	HUAWEI	44	13
4.	Sony	SONY	9	6
5.	Nokia	NOKIA	7	5

Desired mobile features

% of mobile upgraders who say they're looking for the following features when purchasing their next phone



Top 5 mobile actions

% who say they have done the following mobile actions in the last month

1.	Made a video call or used FaceTime	67	47
2.	Used/scanned a QR code	40	39
3.	Tracked your spending	39	33
4.	Used an image recognition tool (e.g. Google Lens)	35	33
5.	Watched content on a TV by mirroring/casting	33	30



Smart home product ownership

% of smart home product owners who say they own the following

Product	South Africa %	Global %
Smart speaker (e.g. Apple HomePod)	53%	65%
Smart utility product (e.g. remotely controlled thermostat)	33%	44%
Smart security product (e.g. remotely controlled doorbell)	39%	40%

Top 5 electronics

Purchased in the last 3-6 months Planning to purchase

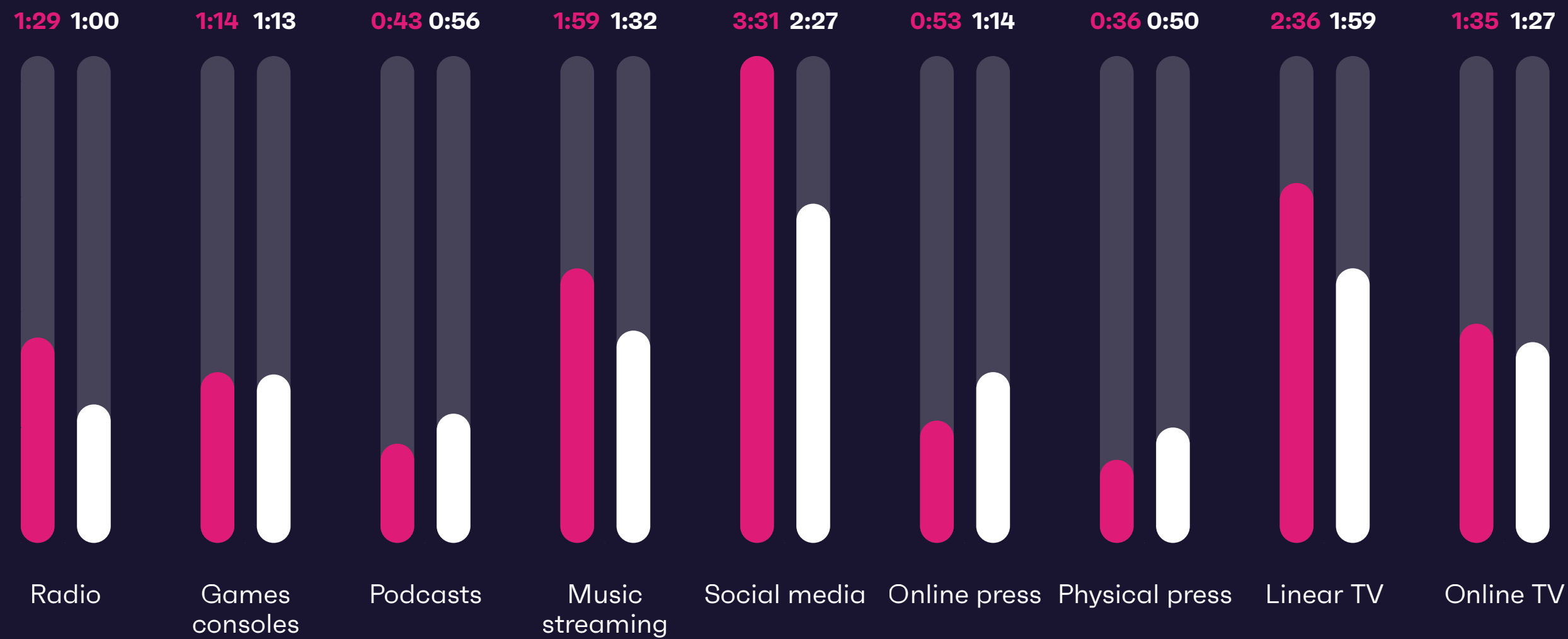
1.	Headphones/earphones	39	18
2.	Laptop	30	25
3.	Flat-screen TV	21	21
4.	Computer/video games	18	13
5.	Tablet	13	9



Daily media time

Average time spent per day on the following types of media in h:mm

● South Africa ● Global



What media do they consume?

● South Africa % ● Global average %

TV behaviors

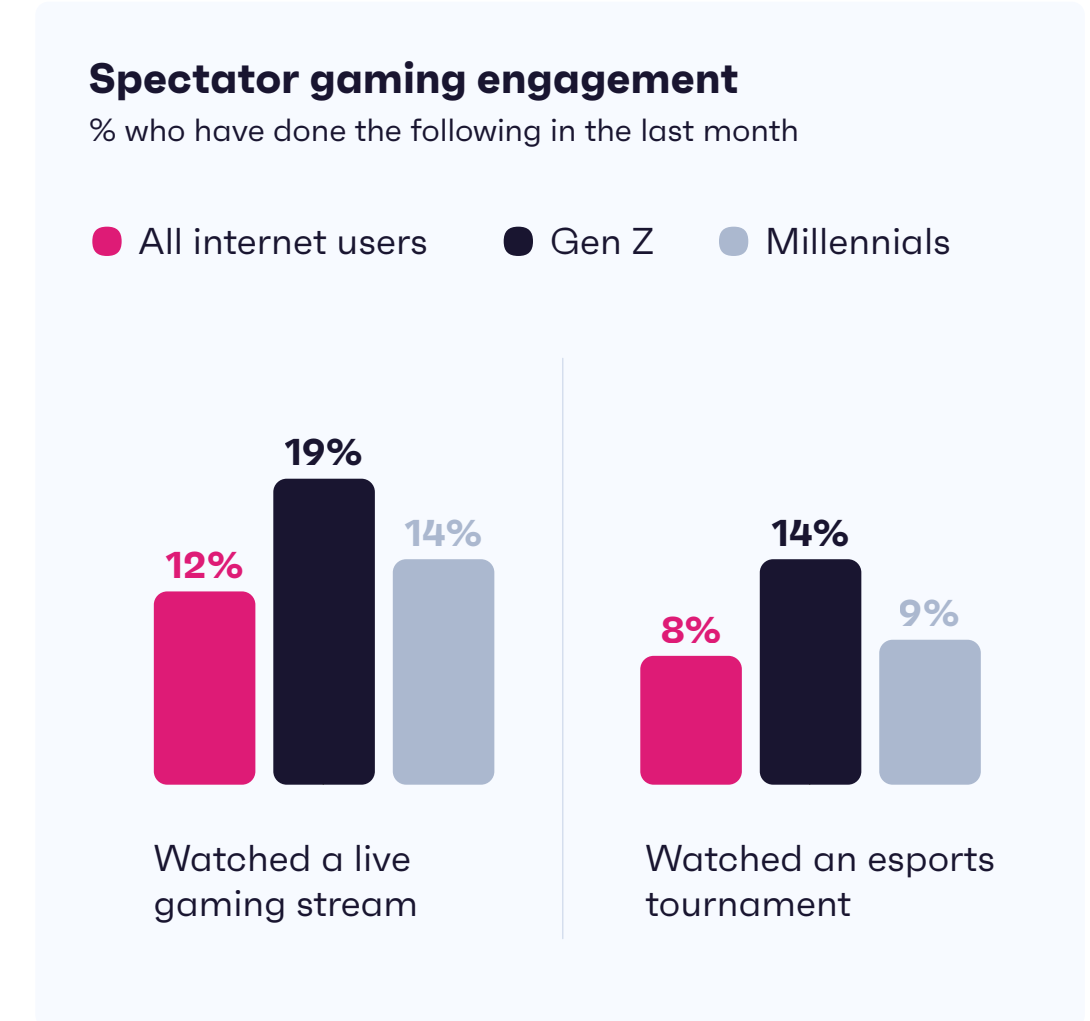
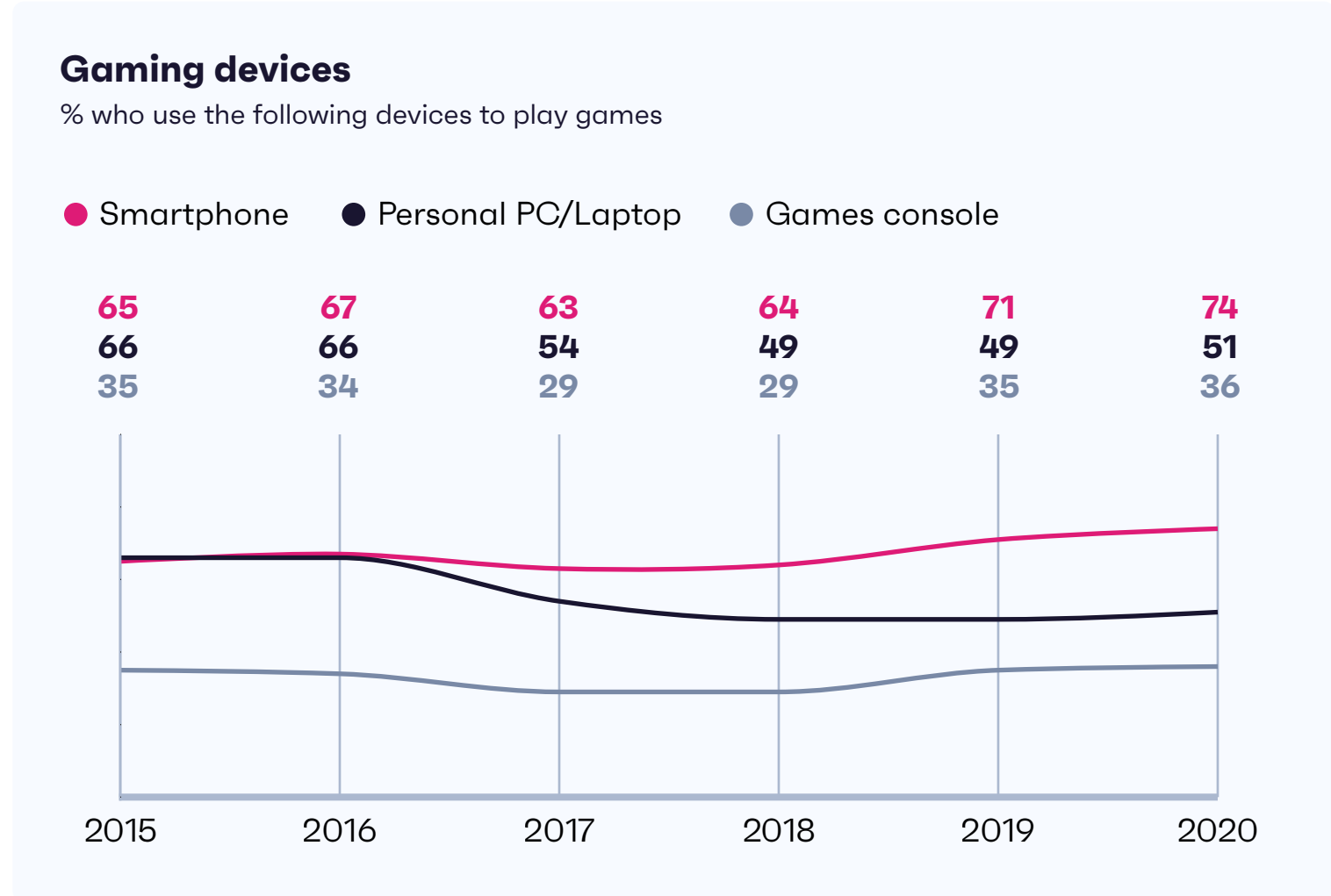
% who do the following at least once a week

Watch any type of TV	97	93
Watch live television on a TV channel	76	80
Watch subscription services such as Netflix	68	62
Watch a TV channel's on-demand service	59	54
Watch shows that you have recorded from TV	54	48

Top 5 streaming services

% who have used the following in the last month

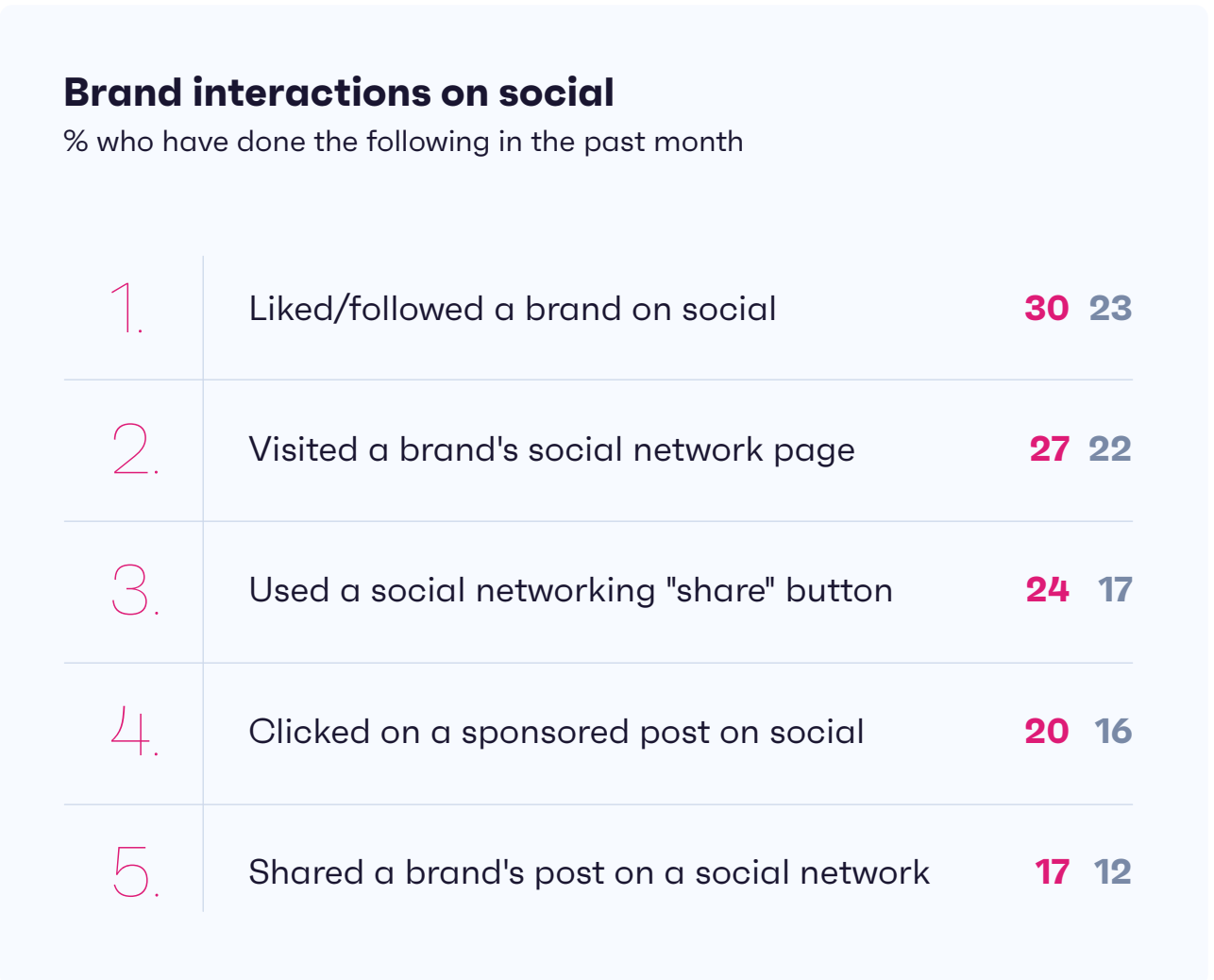
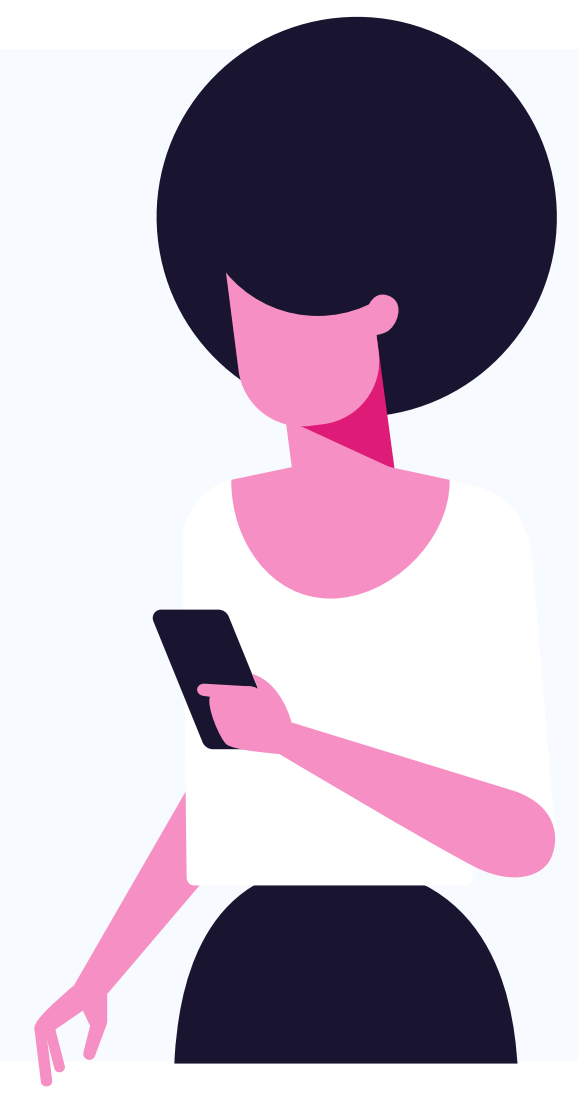
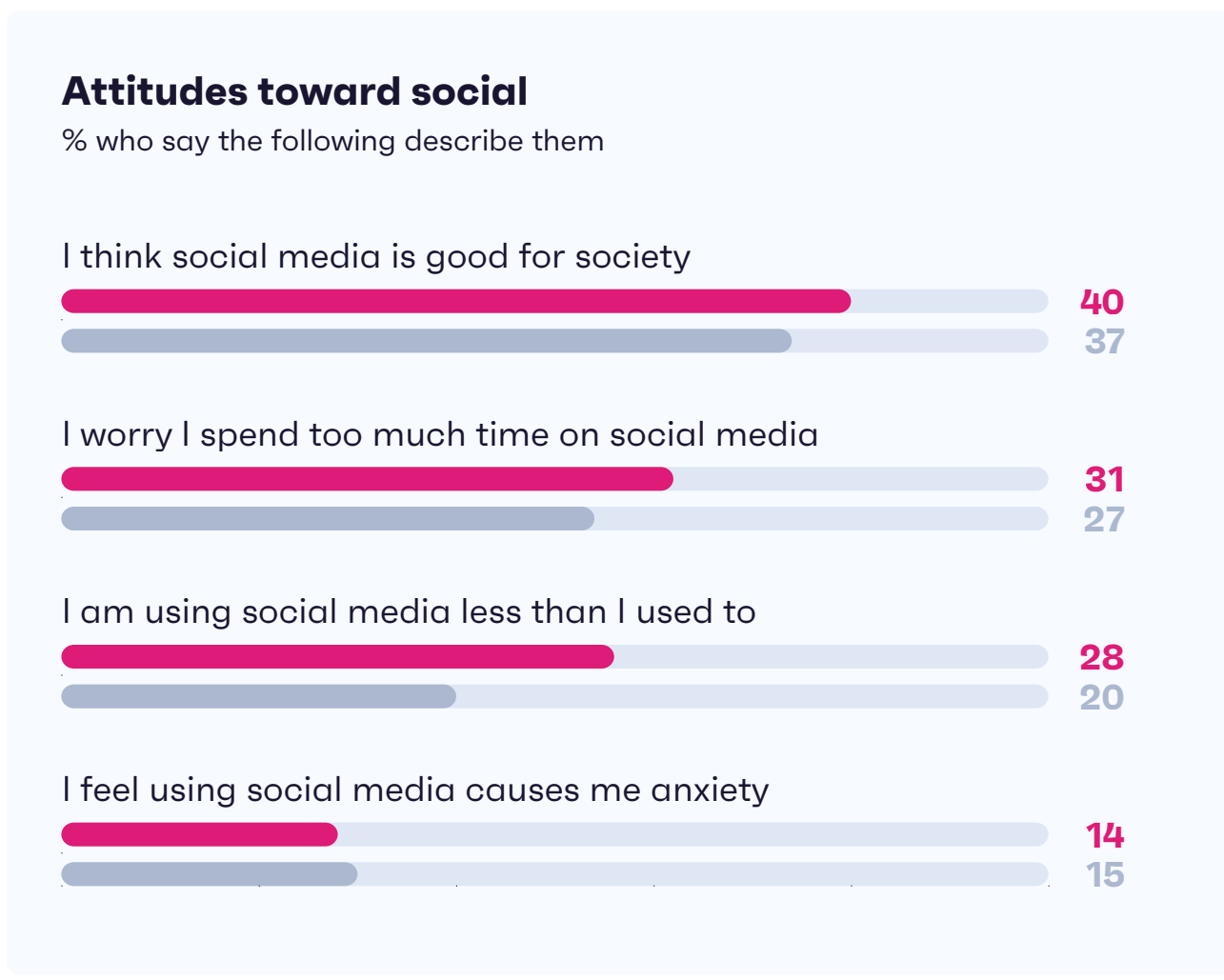
1.	Netflix	NETFLIX	69	42
2.	ShowMax (Poland/South Africa only)	showmax	42	1
3.	Google Play	Google Play	35	24
4.	YouTube Premium	Premium	35	20
5.	YouTube Kids	YouTube Kids	16	11





How do they use social media?

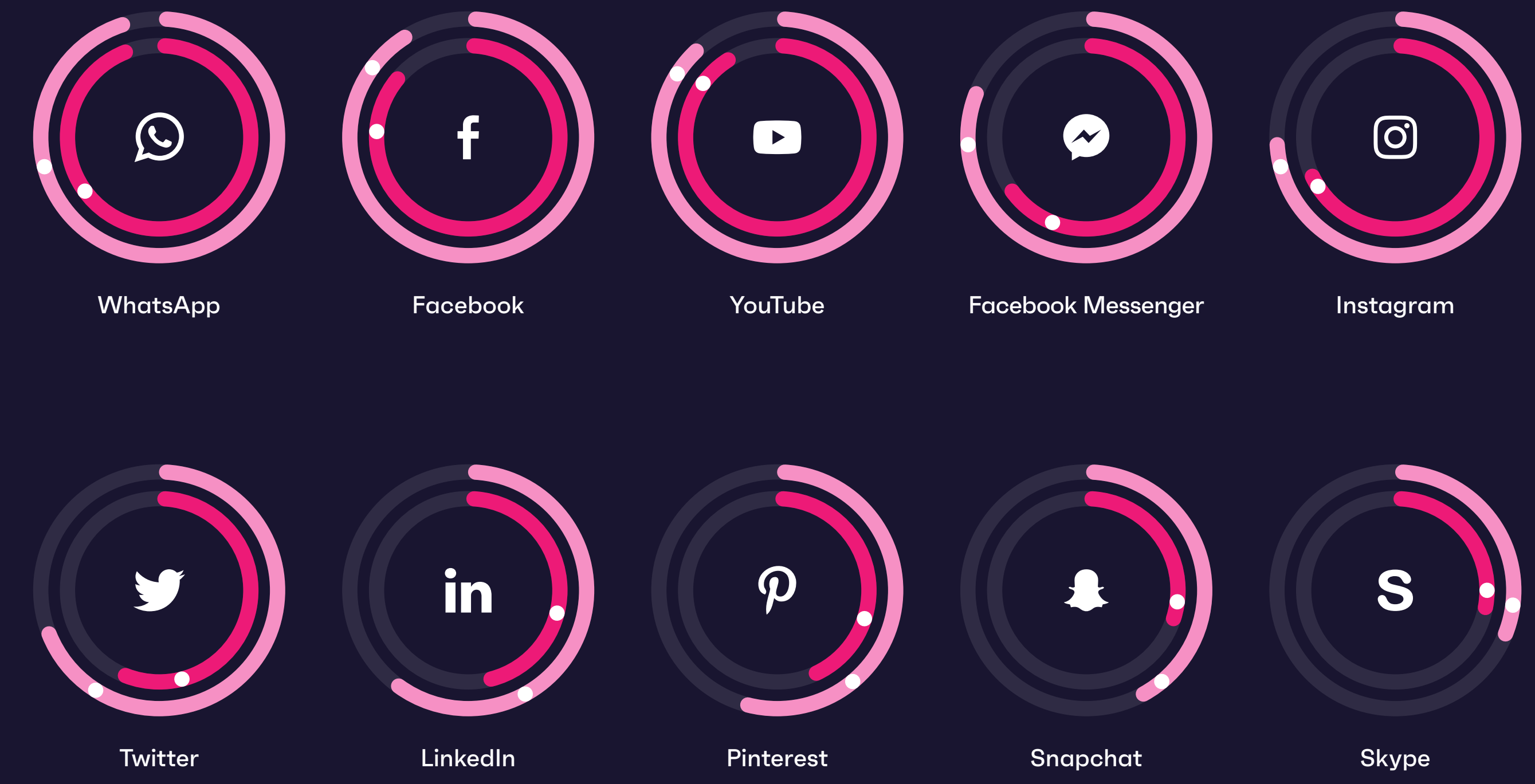
● South Africa %
● Global average %



Top 10 social platforms in South Africa

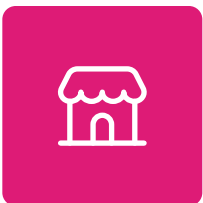


● Members
● Visitors/users
● Global average



Members People who say they have an account on the platform in question.
Visitors/users People who say that, within the last month, they have visited or used a social network's website or app via any device.

Note that global figures in this chart exclude China.



How do they make purchases?

● South Africa %
● Global average %



Purchase journey



Brand/product discovery

% who discover brands/products via the following

Ads seen on TV	52	33
Ads seen on social media	46	28
Search engines	43	34



Online brand/product research

% who use the following for more information about a brand/product

Search engines	70	53
Social networks	58	44
Consumer reviews	45	39



Online purchase drivers

% who are most likely to buy a product online due to the following

Free delivery	74	53
Loyalty points	53	27
Easy returns policy	50	33



Brand advocacy

% who are motivated to advocate a brand online by the following

High-quality products	66	49
Rewards	62	41
Great customer service	54	35



Brand qualities

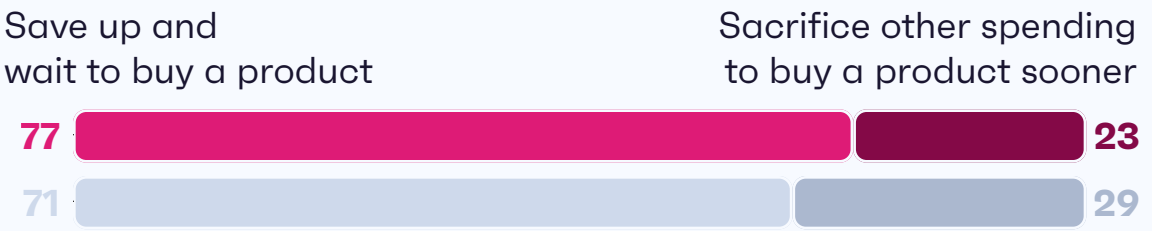
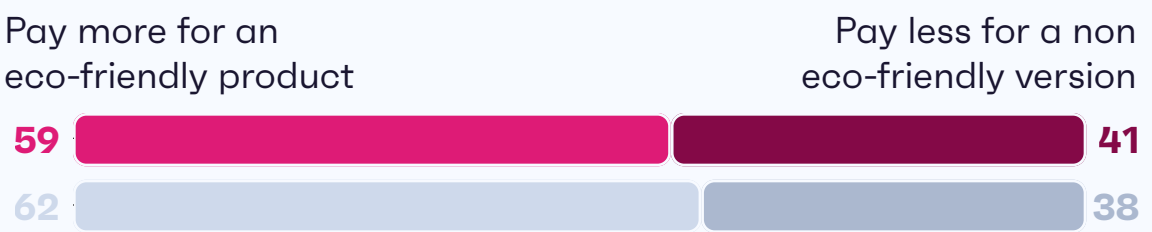
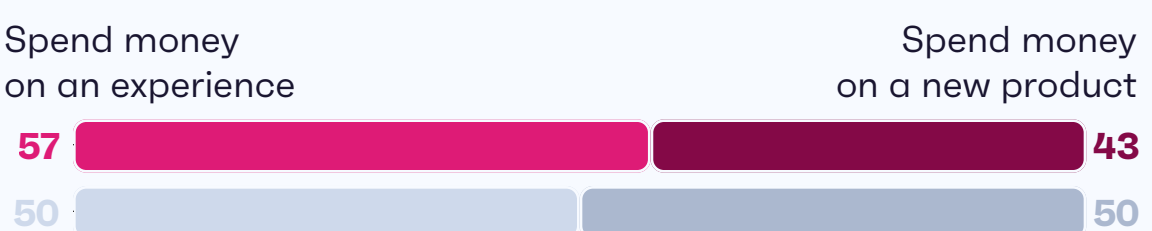
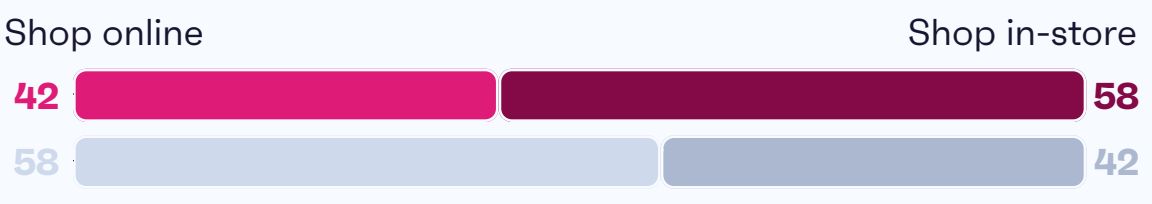
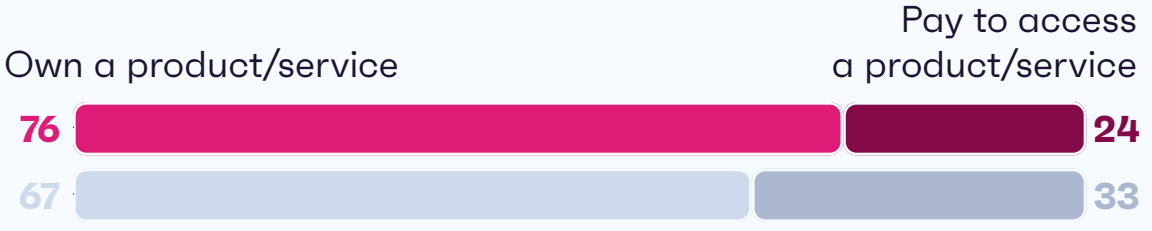
% who say they want brands to be the following

● South Africa ● Global average

Reliable	79%	58%
Smart	65%	45%
Innovative	64%	48%

Purchase preferences

% who say they'd rather do the following



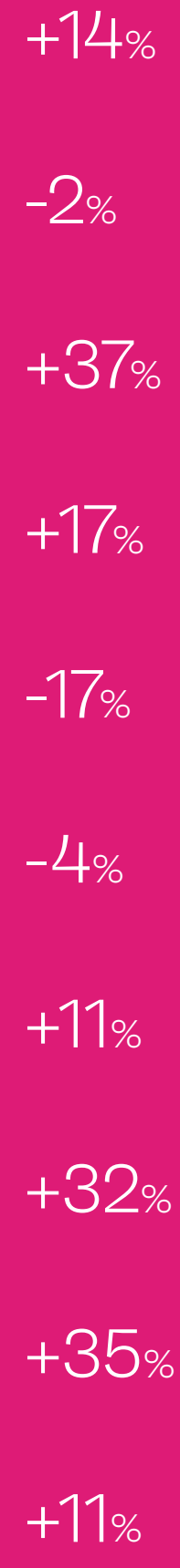
Online purchases

% who have purchased the following products online

● South Africa ● Global average



% change since Q1 2020



Methodology

Purchase category definitions:

Alcohol

Beer, Champagne/sparkling wine, Cider, Pre-mixed/ready-to-drink cocktails, Spirits, Wine (any), Wine (red), Wine (white)

Beauty & personal care

Conditioner, Deodorant, Exfoliating products, Grooming & shaving products, Hair coloring products, Hair styling products, Hair styling tools, Make-up/cosmetics, Moisturizer, Shampoo, Skincare products

Clothing/shoes

Clothing, Shoes, Sports clothing/equipment

Electronics

2-in-1 laptop/tablet, Broadband/fiber optic, Computer/video games, Desktop PC, Digital camera, Flat-screen TV, Games console, Headphones/earphones, Laptop, Smart home assistant, Smart wearable device, Tablet

Financial products

Car/automotive insurance, Foreign currency, Health insurance, Home contents insurance, Home-owners/building insurance, Life insurance, Mortgage, Pet insurance, Travel insurance

Groceries

Bottled water, Breakfast cereal, Candy, CBD-infused products

(U.S.A. and Canada only), Cheese, Chewing gum, Chocolate, Coffee, Cookies, Fresh ready meals, Frozen food/ready meals, Health foods, Ice cream, Organic fruit/vegetables, Potato chips/ crisps, Snack foods, Soft drinks, Tea, Vitamins/supplements

Home & furniture

Air conditioning unit, Bed, Dishwasher, Garden furniture, Home exercise equipment, Household furniture, Housing/property, Iron, Microwave, Refrigerator, Sofa, Vacuum cleaner, Washing machine/tumble dryer

Household products

Air freshener/deodorizer, Cleaning products, Dishwasher tablets, Fabric conditioner, Laundry detergent/washing powder, Pet food (dry) for cats/dogs, Pet food (wet) for cats/dogs, Pet food for other animals

Luxury

Glasses/spectacles, Handbag/bag, Jewelry, Purse/wallet, Wristwatch

Medicine & healthcare

Cough/cold/flu medicine, First-aid items, Headache/migraine medicine, Heart medication, Medicines/pharmaceutical items, Mouth/oral care treatment, Pain relief medicine, Skin problem treatment

Unless otherwise stated, all figures in this report are drawn from GWI's online research among internet users aged 16-64. Please note that we only interview respondents aged 16-64 and our figures are representative of the online populations of each market, not its total population.

For an in-depth explanation of GWI's research and methodology, including information on our country coverage, internet penetration rates, our sample structures, and much more, please [click here](#).