

On-demand grocery concierge startup OneCart eyes national expansion

 By [Lauren Hartzenberg](#)

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OneCart.co.za, a Johannesburg-based startup that's been described as an 'Uber for groceries', has just reached over 1,000 active users on its multi-store online shopping platform. The company also recently expanded its service from Gauteng to Cape Town, and has expressed plans to conquer Durban next.



Officially launched to the public in October 2017, OneCart's platform acts as a 'virtual mall', allowing consumers to shop from multiple regional and national retailers, add the products to one basket, and have their order delivered in as little as 2 hours. Current retail partners include Woolworths Food, Pick n Pay Food, Dis-Chem and Clicks.

The differentiator is that not only will someone deliver the groceries to your door, a OneCart employee actually does the shopping for you. As the concept of concierge shopping is relatively new in South Africa, the startup believes there's a massive opportunity for many retailers to introduce a new revenue channel for their business by offering their product range on the OneCart platform.

"OneCart is a platform that is innovating a previously traditional sector with the aim of providing ultimate convenience to consumers. The digital agenda is top of mind for retailers, and convenience, speed and simplicity is top of mind for online consumers," explains founder and CEO Lynton Peters.

The company reports to having repeat customers shopping up to five times per week, which is enabling them to optimize their data to show shoppers what they are looking for, fast.

Technical lead Tay Zombulovich says, “Digital disruption has become unavoidable and it is now more important than ever for companies in South Africa to get serious about digital innovation.

"At OneCart we are implementing the latest and greatest technologies to build a highly scalable and extremely efficient on-demand shopping platform with the aim of providing both retailers and customers an all-round seamless experience.”

ABOUT LAUREN HARTZENBERG

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