

South African women increasing purchasing power online

A recent survey released by We Are Social, measuring online shopping activity in South Africa, revealed that South African women currently account for 47% of the country's e-commerce market.



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Robyn Cooke head of TFG eCommerce says the surge in the number of women shopping online is being driven by the increase in the number of women with credit cards over the last five years.

Women has more access to online shopping

“Almost as many women as men in South Africa now have a credit card – with only a 1% difference,” says Cooke. “This has equalised dramatically over the last five years. Women are using credit cards online in the same proportion, giving them more access to online shopping.”

The report by We Are Social also found that the fastest growing segments in South Africa’s online retail market are fashion and beauty which has grown by 25% in a year, followed by furniture which increased by 22% in a year.

“These categories are dominated by women, reinforcing their increasing economic power online,” says Cooke.

Cooke believes that as more South African retailers provide additional payment options including EFT, COD and account

cards, the growth of women as a percentage of the online shopping segment will be further boosted.

The Warrior, the Nurturer and the Idol

This data influenced TFG's decision on how to launch their flagship brand Foschini as an online store this month. TFG commissioned Kenyan photographer Osborne Macharia to interpret three female archetypes that represent the brand's essence: 'All Woman'.

Macharia brought to life three relatable female African superpower archetypes: the Warrior, the Nurturer and the Idol in a fashion shoot that illustrates the rising power and multiple roles of women. This campaign follows Macharia's work with Marvel where he was asked to create an exclusive piece to coincide with the release of the film *Black Panther*.

"We are excited to unleash our most powerful women's fashion brand to a growing number of women who are enjoying new access to and the convenience of online shopping," concluded Cooke.

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