

# Logistics: the backbone of South Africa's e-commerce boom

By [Stuart Thomas](#)

22 Feb 2016

South African e-commerce is in a better place today than at any other time in its history. According to research released by PayPal earlier this week, online shopping in South Africa is expected to reach R37-billion this year and to jump to R46-billion in 2017.



© altomedia – [123RF.com](#)

While much of that growth has been fueled by increased spend digital goods, such as apps, ebooks, digital music, films and videos, we're also buying a larger number of physical goods — including fashion and consumer electronics.

Read more on [Ventureburn.com](#).

For more, visit: <https://www.bizcommunity.com>