

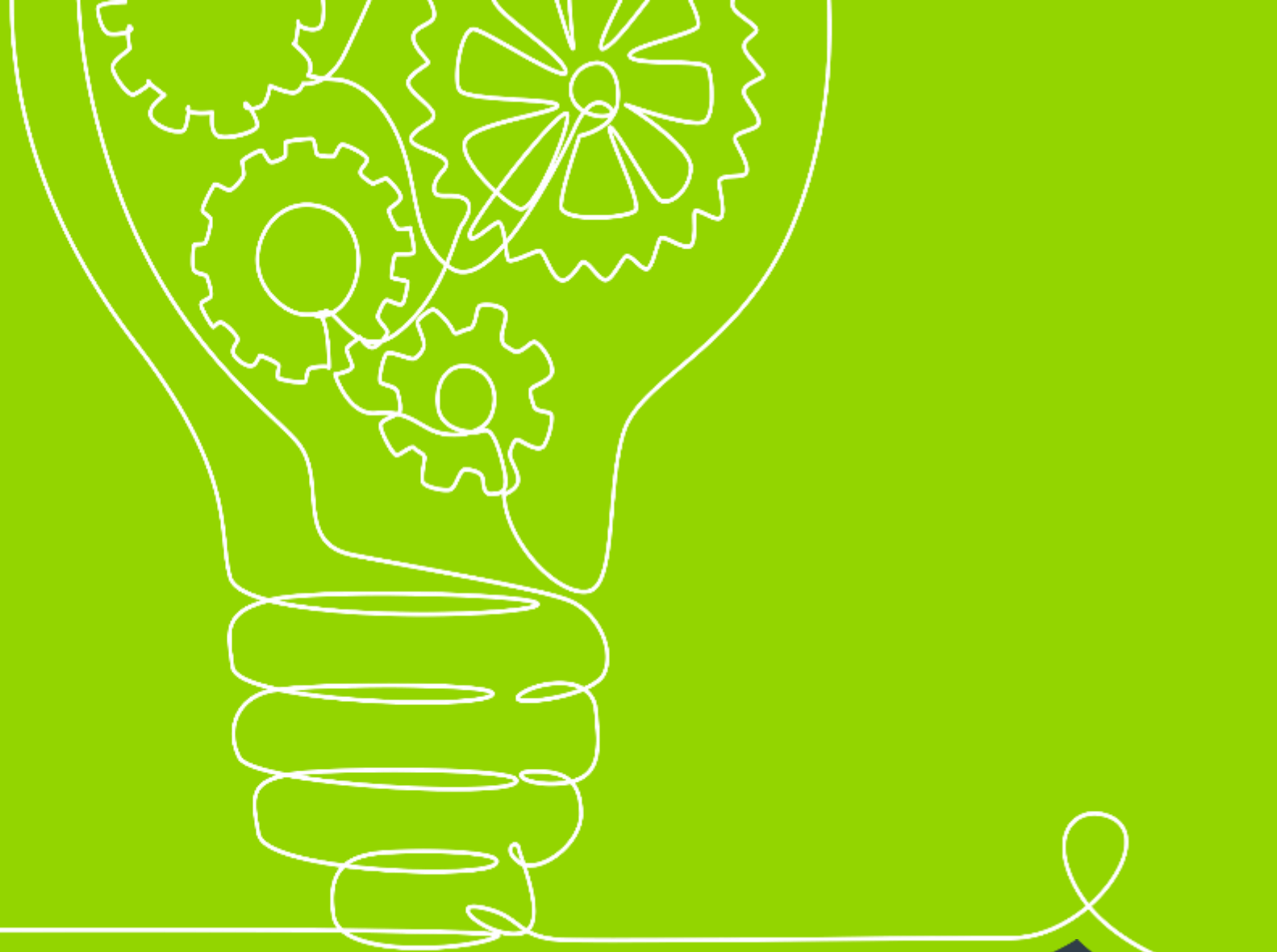
**Digital
Landscape
2026**



Digital and TTL
Marketing
Agency

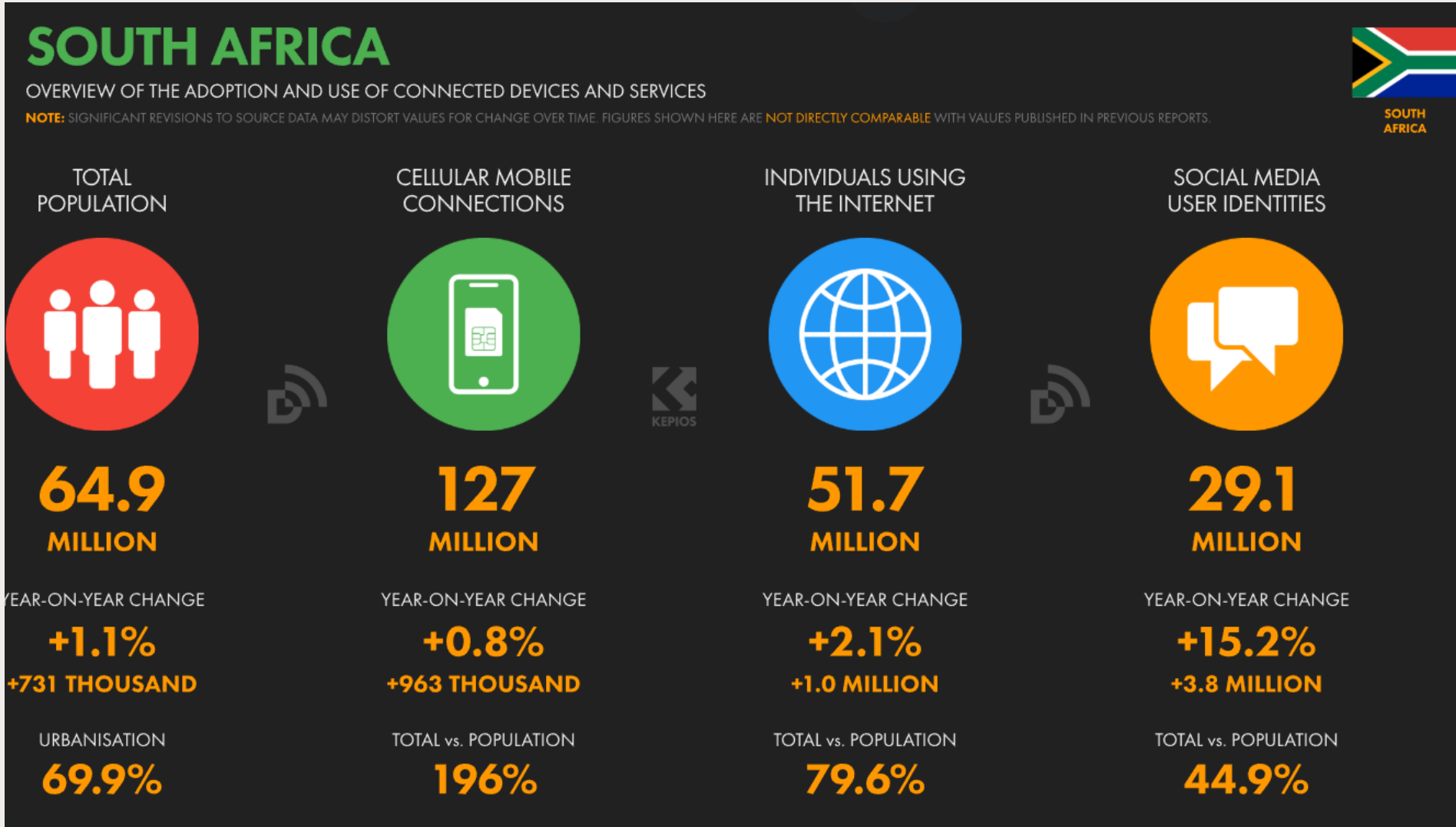


Digital Landscape



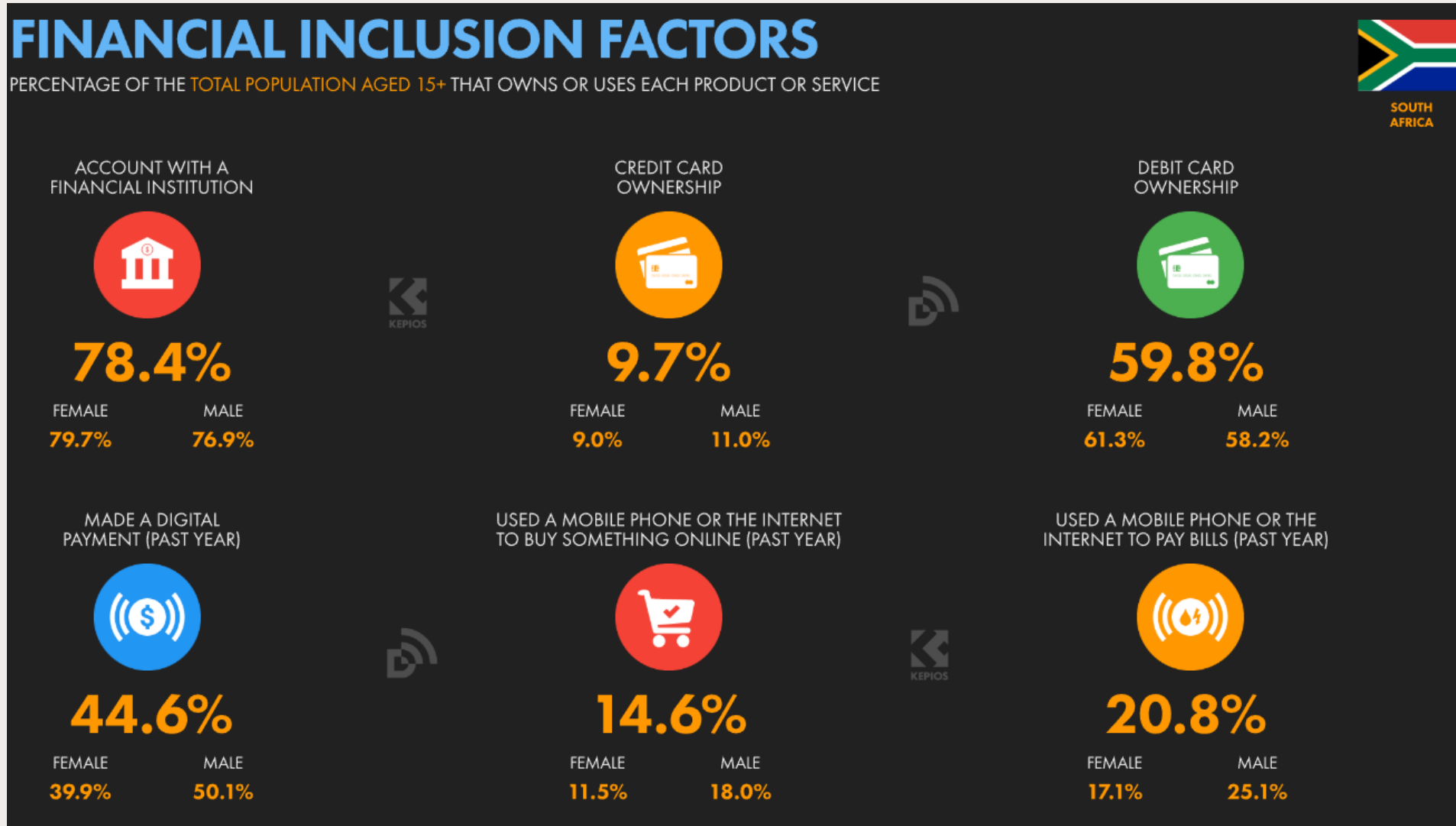
Internet usage and Social Media identities grow ahead of the population

Cellular Mobile Connections' growth is slower than population growth.



22% of the Population is Unbanked, with 59.8% owning a Debit Card

Male bias for Digital Payments, Mobile/Internet Shopping and online Bill Payment.



E-Commerce is growing with 46.8% purchasing products or services

Online grocery shopping is now a major channel, with 27.4% ordering groceries online weekly, with 15.4% y.o.y. growth.

OCT
2025

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK



SOUTH
AFRICA

PURCHASE PRODUCTS
OR SERVICES ONLINE



GWI.

46.8%

ORDER GROCERIES
VIA ONLINE STORES



27.4%

BUY SECOND-HAND
ITEMS VIA ONLINE STORES



GWI.

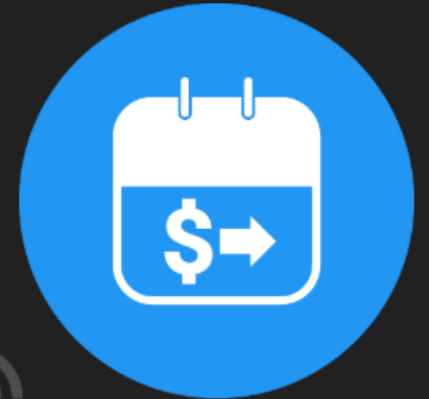
9.6%

USE ONLINE PRICE
COMPARISON SERVICES



23.0%

USE BUY NOW,
PAY LATER SERVICES



6.0%

Debit/Credit Cards drive online payments

“Buy now, Pay later” services are increasingly offered with growth expected in this payment segment.

OCT
2025

PAYMENT METHODS USED FOR ECOMMERCE

SHARE OF 2024 B2C ECOMMERCE TRANSACTION VALUE ATTRIBUTABLE TO EACH TYPE OF PAYMENT METHOD



SOUTH
AFRICA

MOBILE AND
DIGITAL WALLETS



20%

DEBIT AND
CREDIT CARDS



42%

ACCOUNT-TO-ACCOUNT
TRANSFERS (A2A)



30%

“BUY NOW, PAY
LATER” SERVICES



2%

OTHER PAYMENT
METHODS



6%

51.7M People use the Internet with a 0,9% growth ahead of population growth

98% of people use mobile phones to access the internet, versus 71.6% who use laptops/desktops.

OCT
2025

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



SOUTH
AFRICA

INDIVIDUALS USING
THE INTERNET



51.7
MILLION



INDIVIDUALS USING THE
INTERNET vs. POPULATION



79.6%



YEAR-ON-YEAR CHANGE
IN TOTAL INTERNET USERS



+2.1%
+1.0 MILLION



YEAR-ON-YEAR CHANGE IN
INTERNET USERS vs. POPULATION



+0.9%
+73 BPS

INDEXED SHARE OF GLOBAL INTERNET
USERS vs. GLOBAL POPULATION SHARE



108.8



PERCENTAGE OF INTERNET USERS
ACCESSING VIA MOBILE PHONES



98.0%

GWI.

PERCENTAGE OF INTERNET USERS
ACCESSING VIA LAPTOPS OR DESKTOPS



73.6%

GWI.

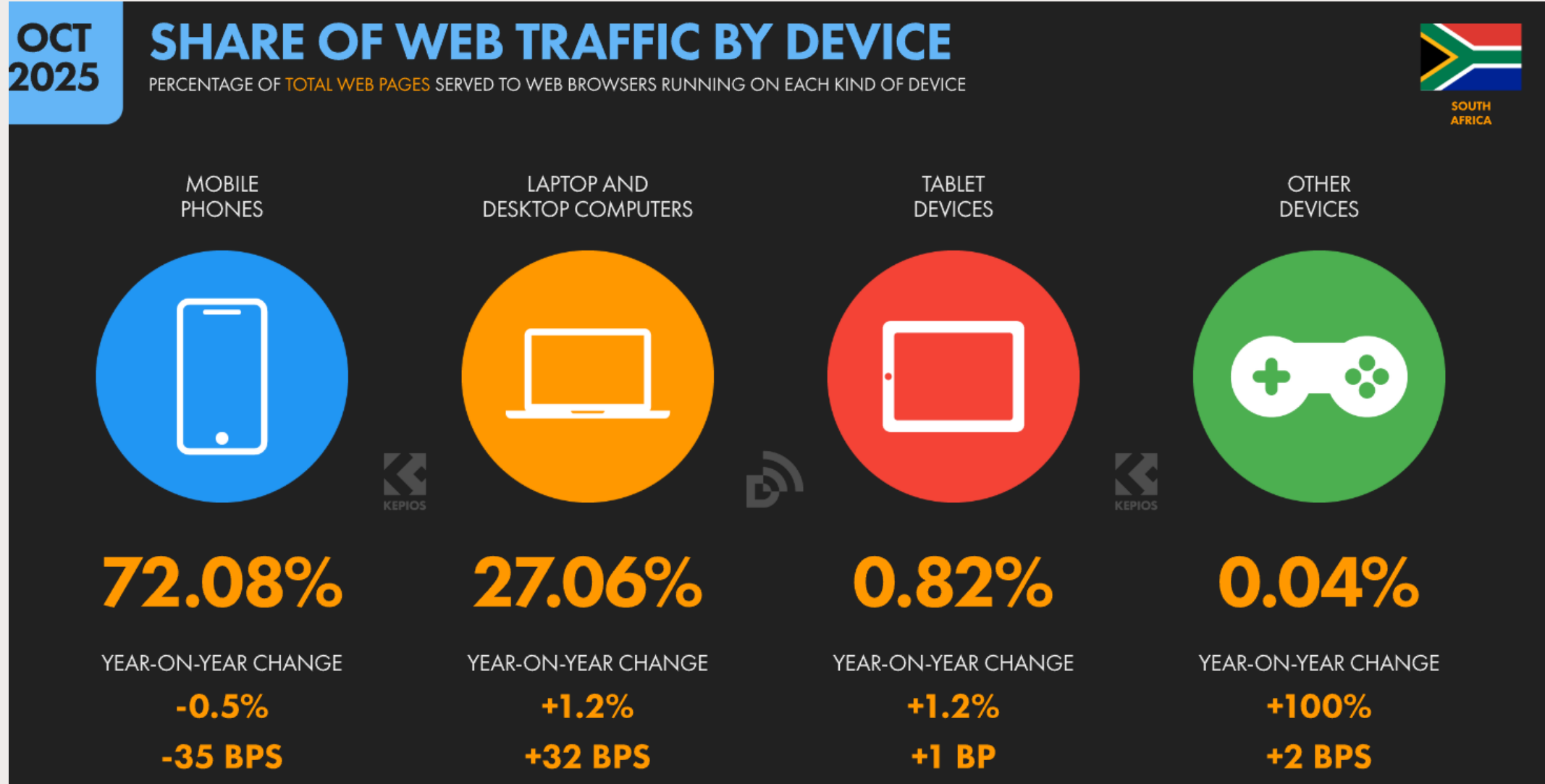
AVERAGE WEEKLY TIME SPENT
USING CONNECTED MEDIA



52H 57M

Mobile Phones drive 72,08% of Web Traffic

High percentage of mobile phone traffic means that content needs to be mobi first.



Top Websites include Social Media, AI and Gambling Sites

Reddit as an information forum ranked 13

OCT
2025

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC IN AUGUST 2025



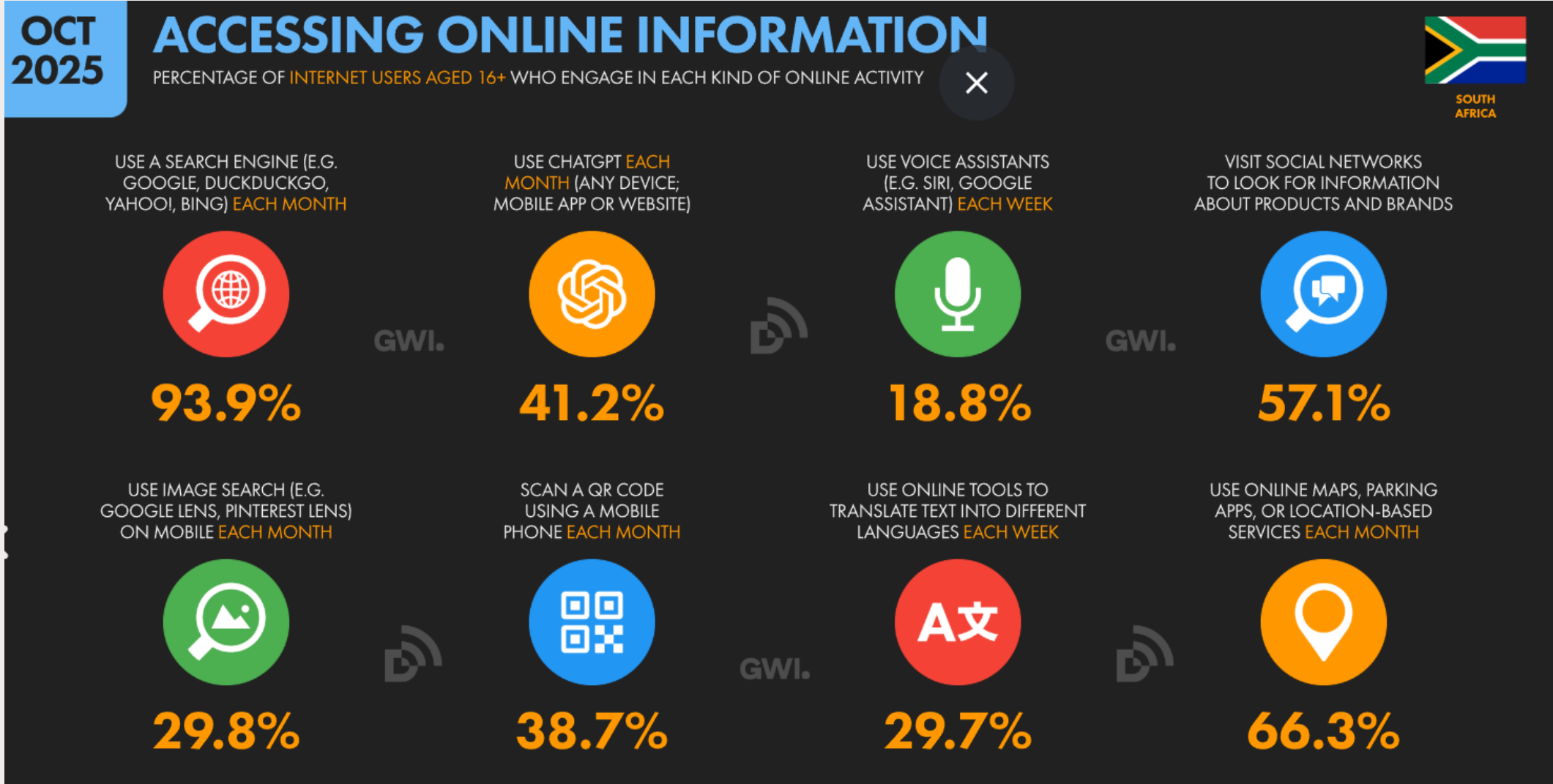
SOUTH
AFRICA

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	520M	43.7M	14M 27S	5.37
02	YOUTUBE.COM	181M	16.8M	28M 59S	9.76
03	FACEBOOK.COM	73.1M	14.4M	17M 59S	6.96
04	HOLLYWOODBETS.NET	42.3M	5.59M	9M 02S	4.11
05	CHATGPT.COM	38.9M	4.64M	18M 08S	4.87
06	BETWAY.CO.ZA	35.8M	6.00M	16M 27S	4.31
07	XVIDEOS.COM	30.9M	6.12M	13M 54S	9.59
08	INSTAGRAM.COM	27.1M	6.82M	14M 43S	9.94
09	PORNHUB.COM	25.8M	5.50M	11M 39S	8.11
10	TEMU.COM	23.5M	8.20M	7M 53S	2.25

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	WHATSAPP.COM	21.6M	5.11M	44M 02S	6.85
12	X.COM	19.8M	5.34M	18M 30S	7.37
13	REDDIT.COM	15.7M	4.55M	11M 59S	2.81
14	TIKTOK.COM	15.0M	6.11M	14M 19S	8.02
15	YAHOO.COM	14.7M	5.14M	8M 29S	3.87
16	GOOJARA.TO	14.4M	1.61M	11M 57S	4.96
17	WEATHER.COM	14.4M	5.75M	3M 11S	1.27
18	WIKIPEDIA.ORG	13.7M	4.49M	9M 37S	2.90
19	TAKEALOT.COM	13.1M	4.96M	11M 53S	5.14
20	MICROSOFTONLINE.COM	12.1M	2.87M	4M 06S	2.63

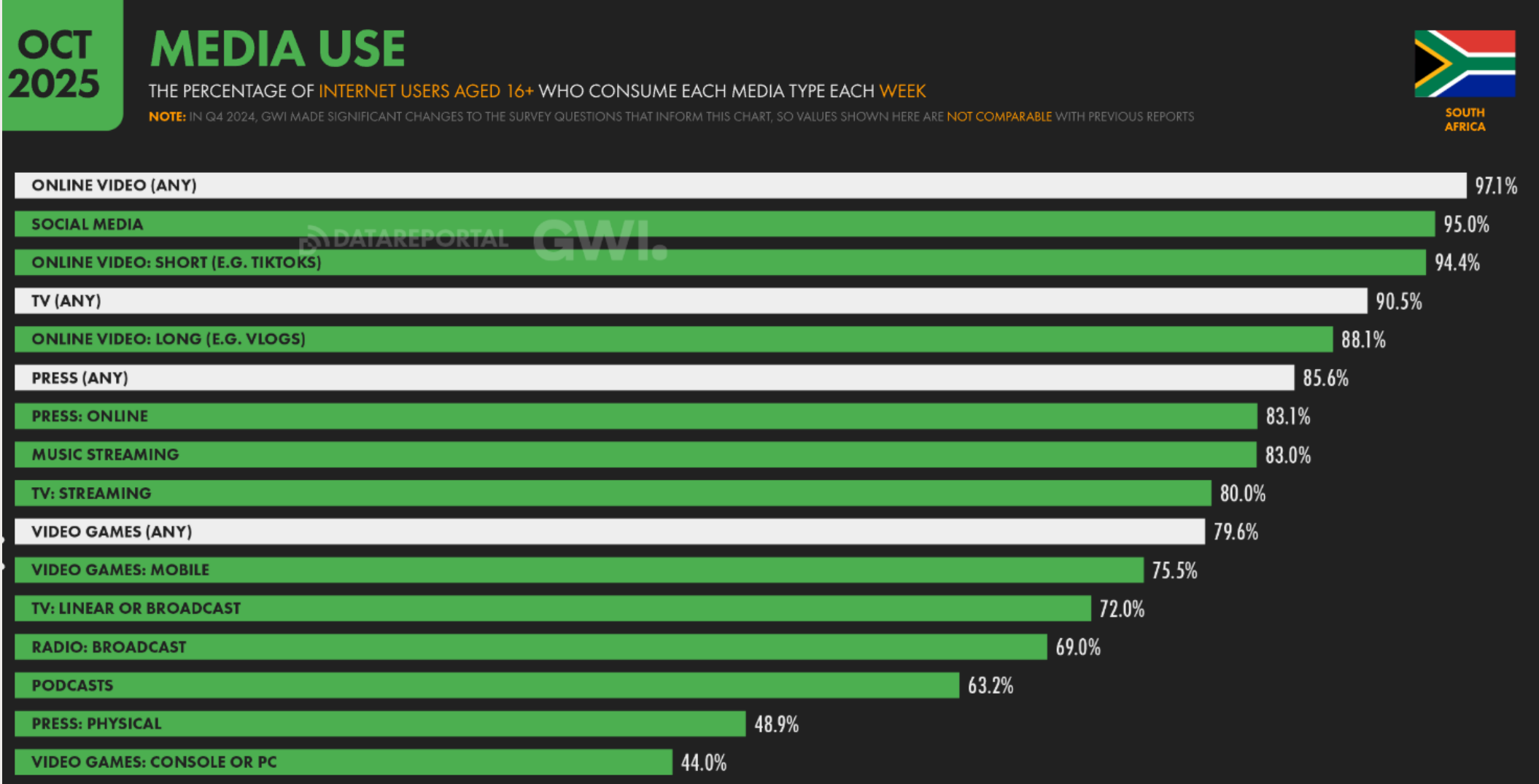
Access to Online Information is no longer limited to the web

Social Networks and QR Codes are a key driver for sharing brand information.



Media Consumption driven by Online Video and Social Media

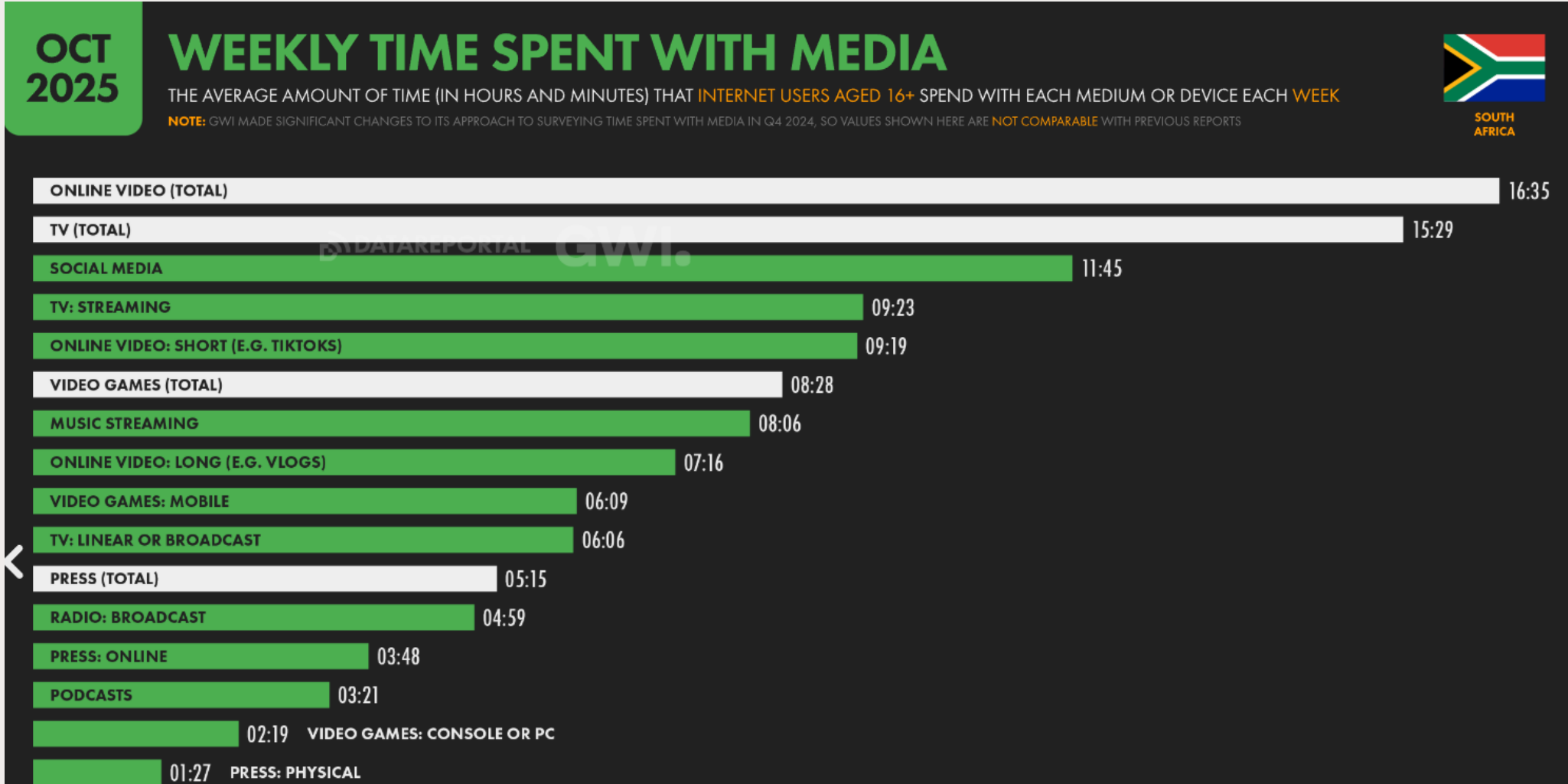
TV now ranks 4th in terms of media use, with Press consumed by 85.6% of Internet Users.



Source: <https://datareportal.com/reports/digital-2026-south-africa>

Online Video and TV drive time spent with media

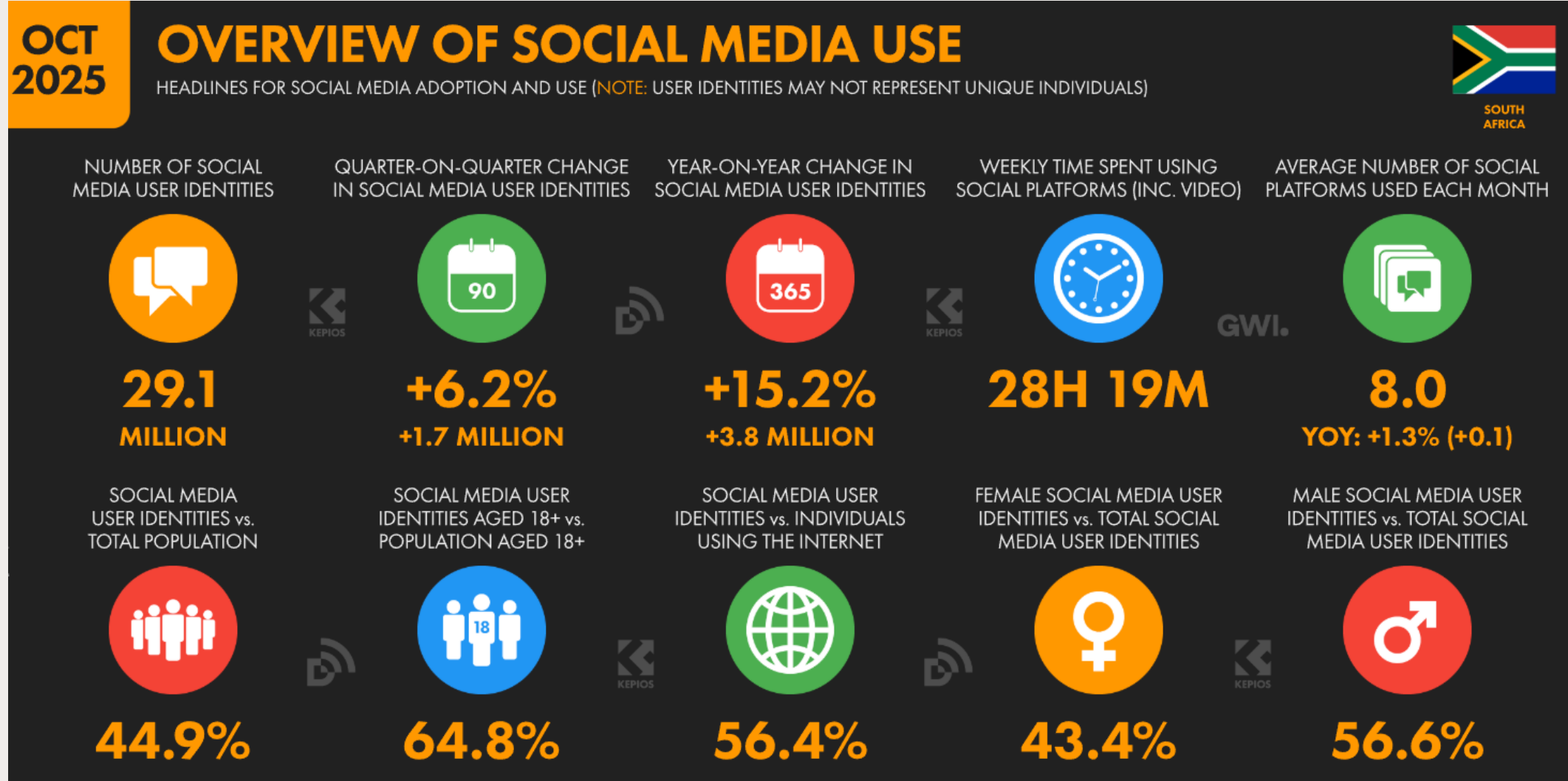
Social Media ranks 3rd in terms of weekly time spent with media. It is assumed that Social Media overlaps with Online Video and TV.



Source: <https://datareportal.com/reports/digital-2026-south-africa>

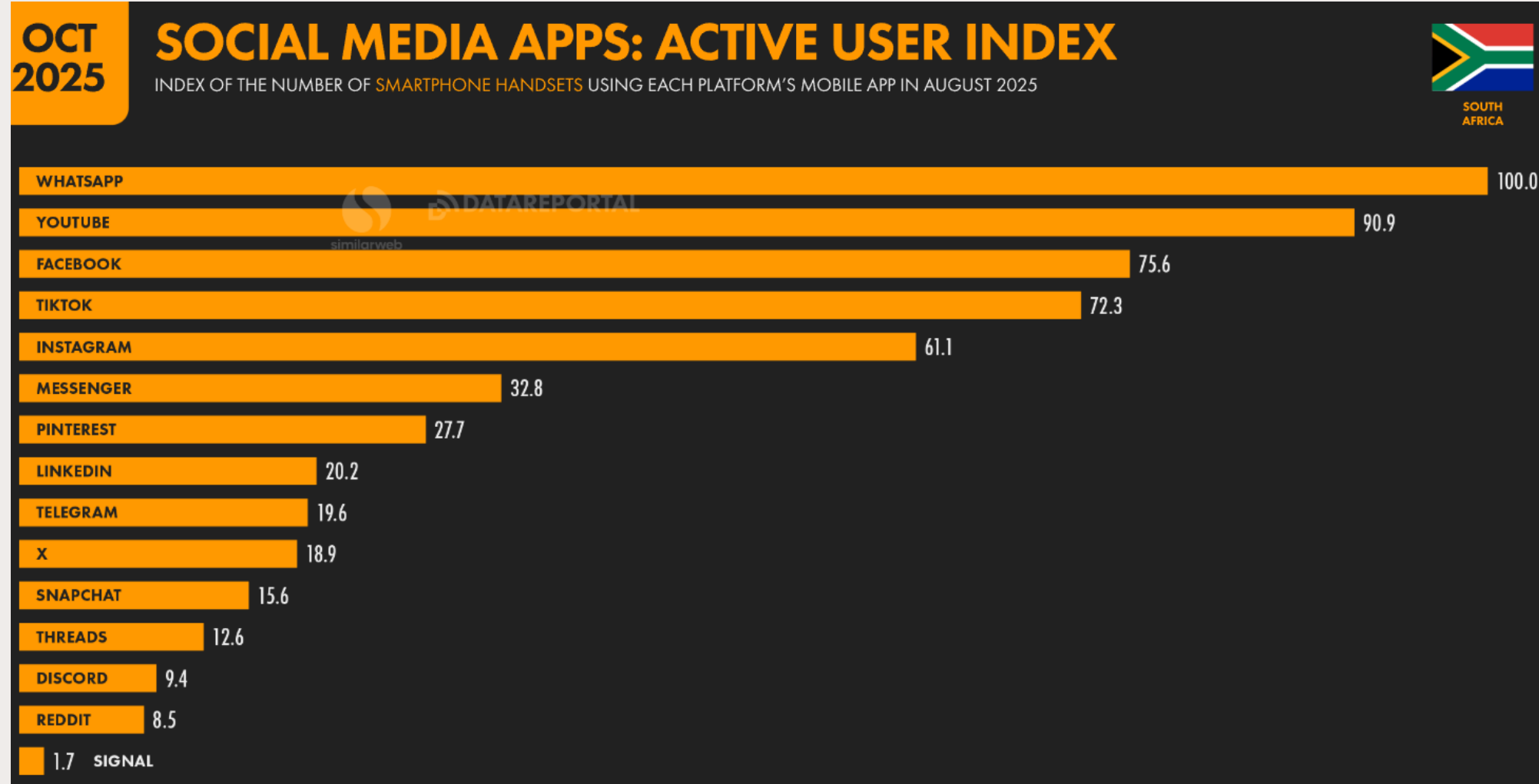
29.1 Million Social Media Identities with 15.2% y.o.y growth

On average, people use 8 Social Media platforms per month and spend 28H19M a week on these platforms.



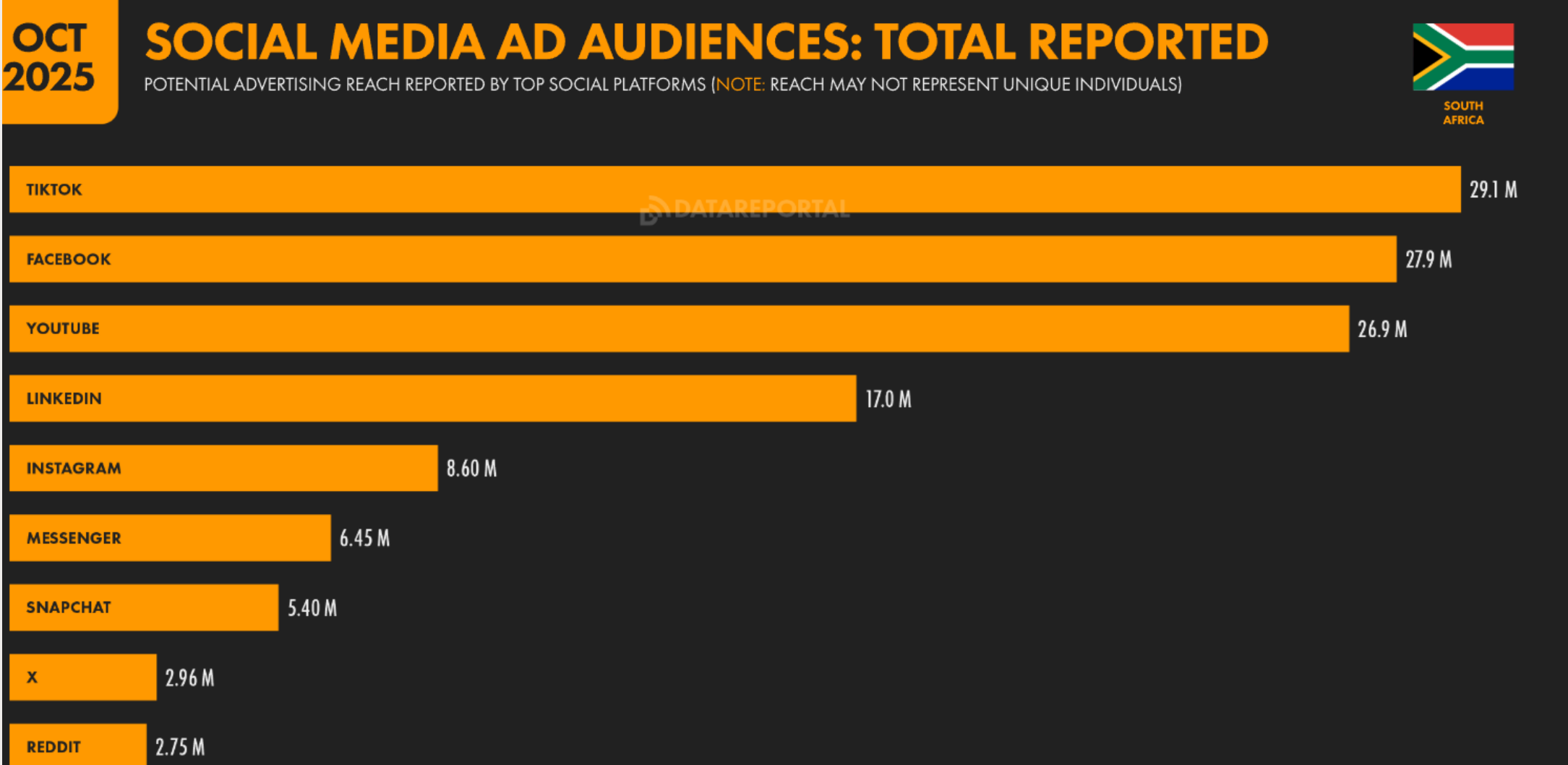
YouTube, Facebook and TikTok are now the top 3 social media platforms

Short-form Video becomes a priority within these 3 platforms. It should be noted that while YouTube is shown as a key channel, that the platform is often watched by children using their parents accounts.



TikTok, Facebook and YouTube drive reach

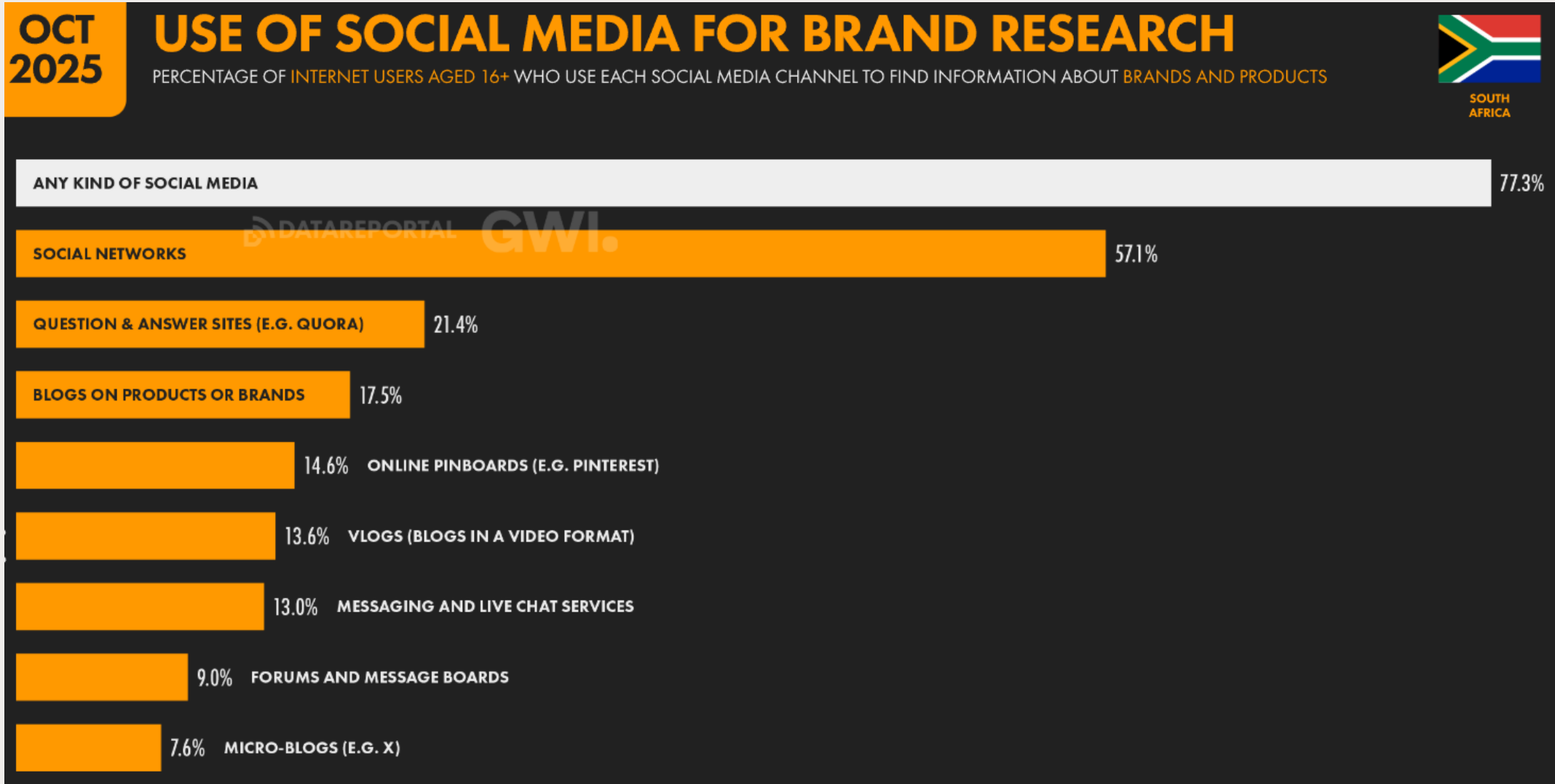
LinkedIn drives reach as a business platform, while Instagram and Messenger lose relevance.



Source: <https://datareportal.com/reports/digital-2026-south-africa>

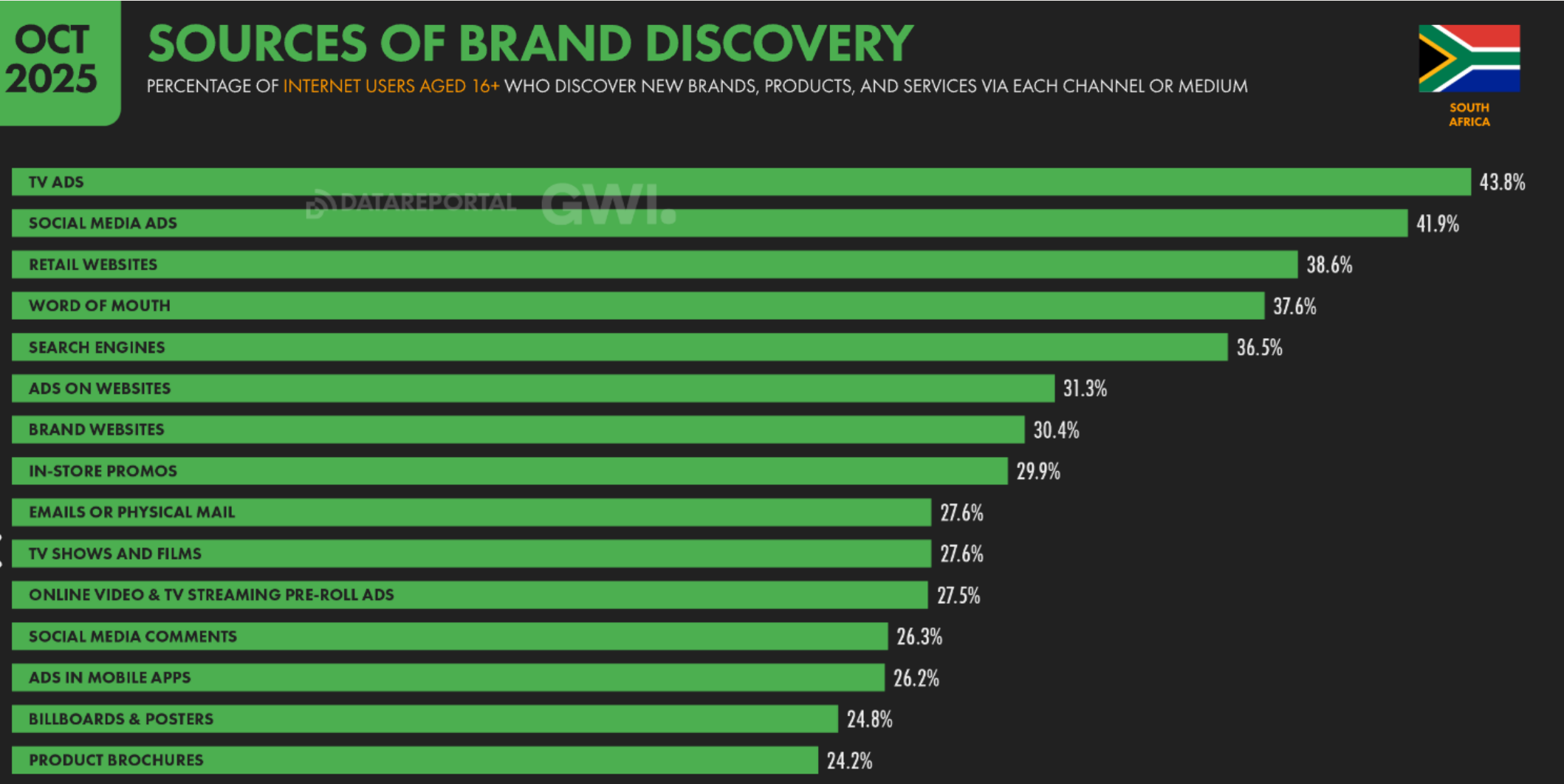
57.1% of Users seek information on Brands and Products on Social Networks

Blogs and Q&A sites provide greater depth of information.



TV, followed by Social Media Ads and Retail Websites, drive brand discovery

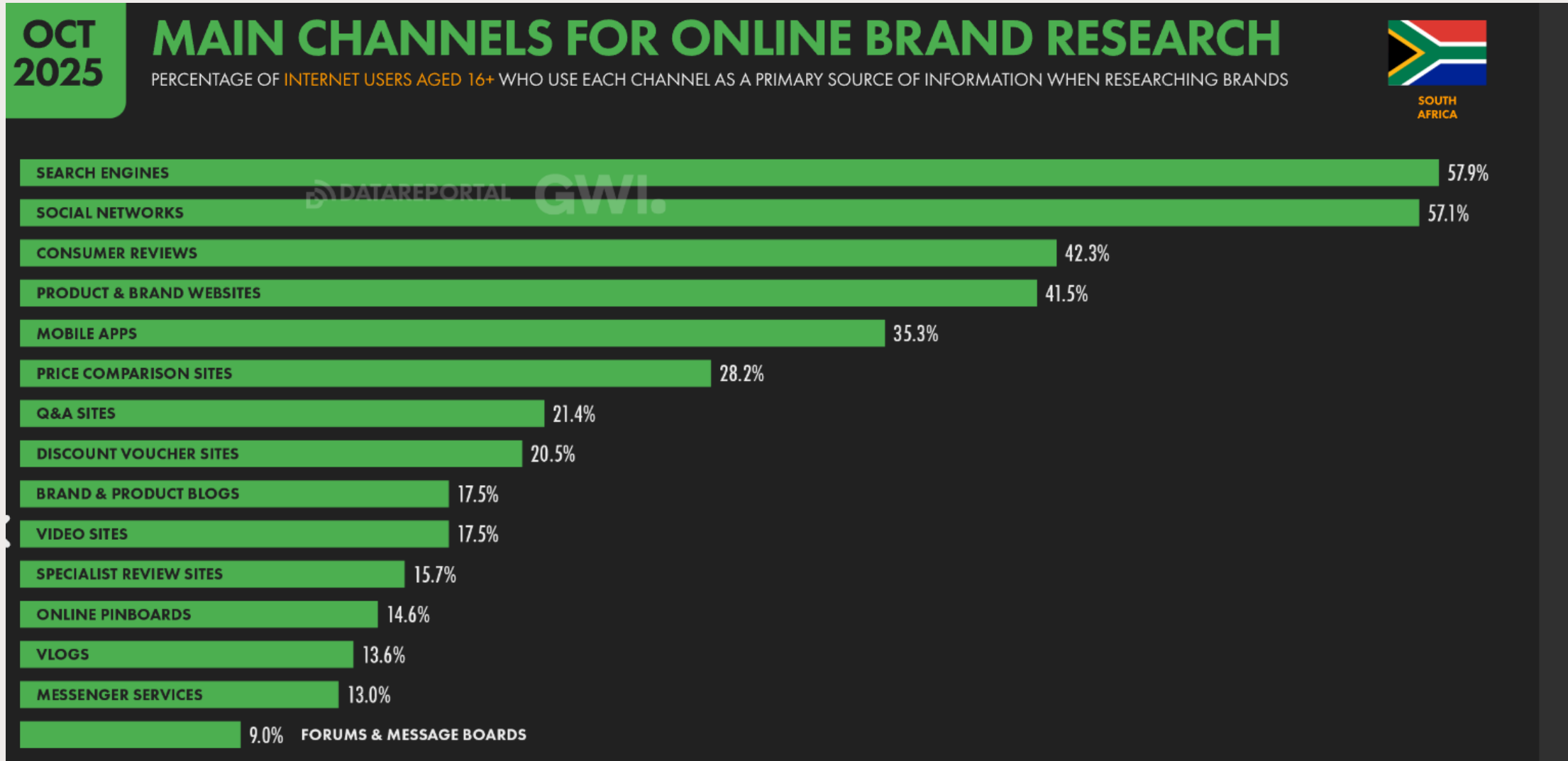
Media Spend behind Social Media, Sponsored Ads, and Retail Campaigns significantly impacts brand discovery.



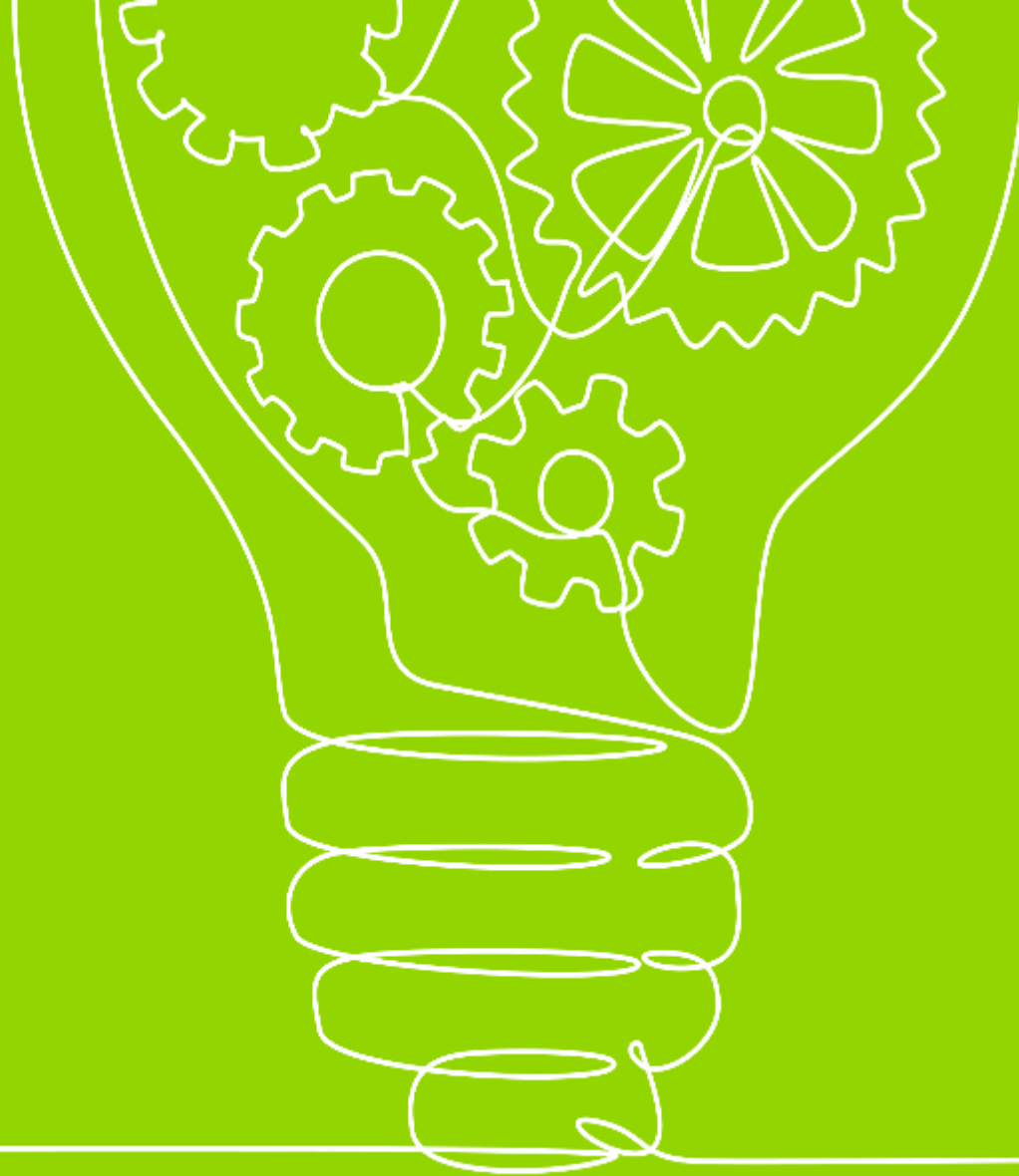
Source: <https://datareportal.com/reports/digital-2026-south-africa>

Digital Platforms are driving brand research

Search engines, social networks and consumer reviews are the 3 top drivers of brand research.



Trends



Digital Marketing Trends



Digital fatigue is driving brands to meet consumers offline. (mobile-free events/parties)



Only brands with soul will thrive in the AI “slop era”. Uninspiring content is out. Brands are challenged to sound human.



Trend jacking is out. Genuine participation is in.



Nostalgia marketing is here to stay. Consumers are craving comfort with recipes, products, and music.



Digital and privacy focus. Consumers are increasingly using ad blockers and blocking cookies.



Employees are now brand architects, not just spokespeople. Employee-generated content (EGC) has evolved into employee-powered branding.



Trend analysis has gone mainstream. Consumer technical literacy is rising too – 64% now use generative AI tools. Brands need to understand not just what people say, but what they notice. Consumers know you’re listening – and they’re judging you on how you act on it.

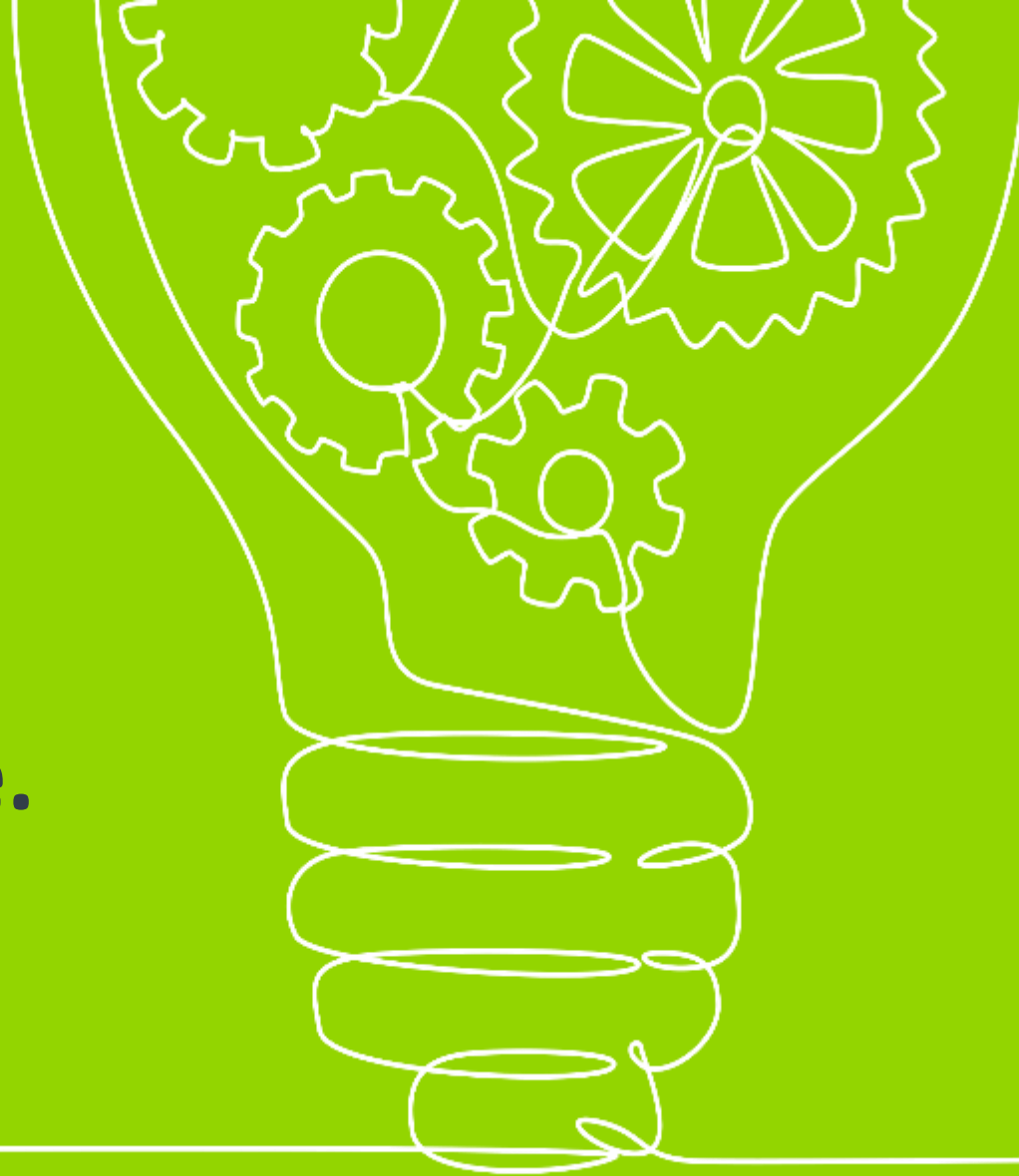


AI is reshaping how people find brands. This shift also means traditional SEO is no longer enough. Ranking on Google doesn’t guarantee you’ll appear in an AI Overview or Copilot response. The challenge now is generative engine optimisation.



Gen Alpha: The next big audience is growing up. The oldest Gen Alphas turn 16 in 2026 – do you have a plan for marketing to them yet?

**Hello, we are
Affinity Collective.**



Affinity
collective



WELCOME TO THE **COLLECTIVE**

Beyond ordinary. Unleash your originality with Affinity Collective.

Your side-to-side Digital and TTL Marketing service partner that uses analytics to inspire creativity.

BEYOND ORDINARY

In 2025, our focus on strategy and analytics paid off with **52,67M** Social Media Impressions, a **38% increase in Followers**, and a **55% increase in Interactions**, driven by authentic, engaging community management. We responded to **44.94k** Incoming Messages and **17.2k** Comments.





Contact:

Debbie Shepard

082 440 0754

debbies@affinitycollective.co.za

www.affinitycollective.co.za