

GSMA Mobile for Development

**E-Commerce
in Africa:**
Unleashing the
opportunity for
MSMEs

October 2023





What are the benefits of e-commerce for MSMEs?

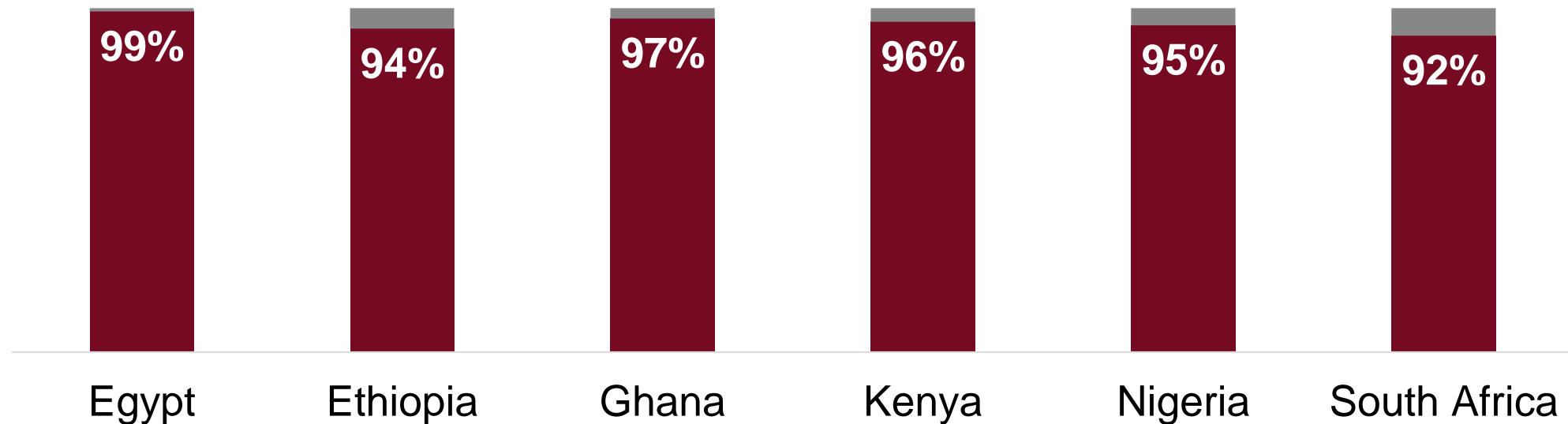
Six ways in which entrepreneurs use mobile phones to support their businesses



- **Communicating** with customers and suppliers
- **Leveraging digital financial services**, making and receiving payments
- **Learning new skills** or getting new ideas and inspiration
- **Storing information** and files
- **Marketing, advertising or promoting** their business
- **Buying and selling** products and services

E-commerce is enabling entrepreneurs to increase sales

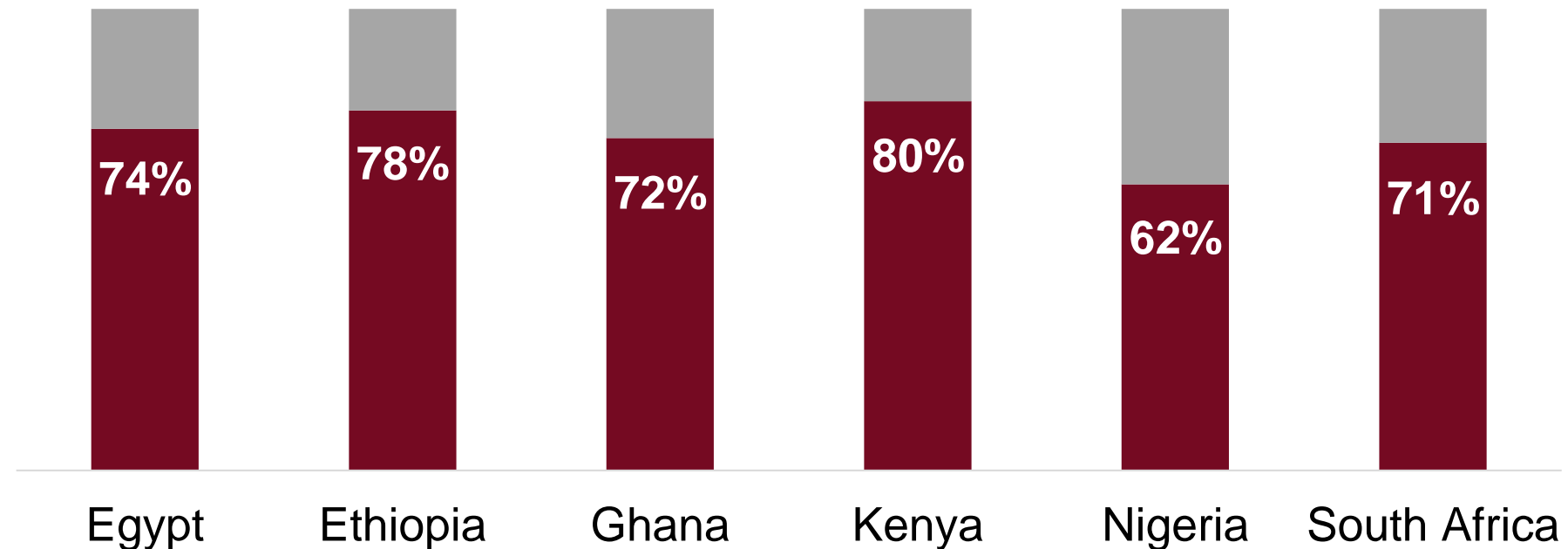
% of MSMEs surveyed that reported increased sales from e-commerce adoption




Source: GSMA e-commerce survey 2023

E-commerce is also enabling cost savings

% of MSMEs surveyed that reported cost savings from e-commerce adoption



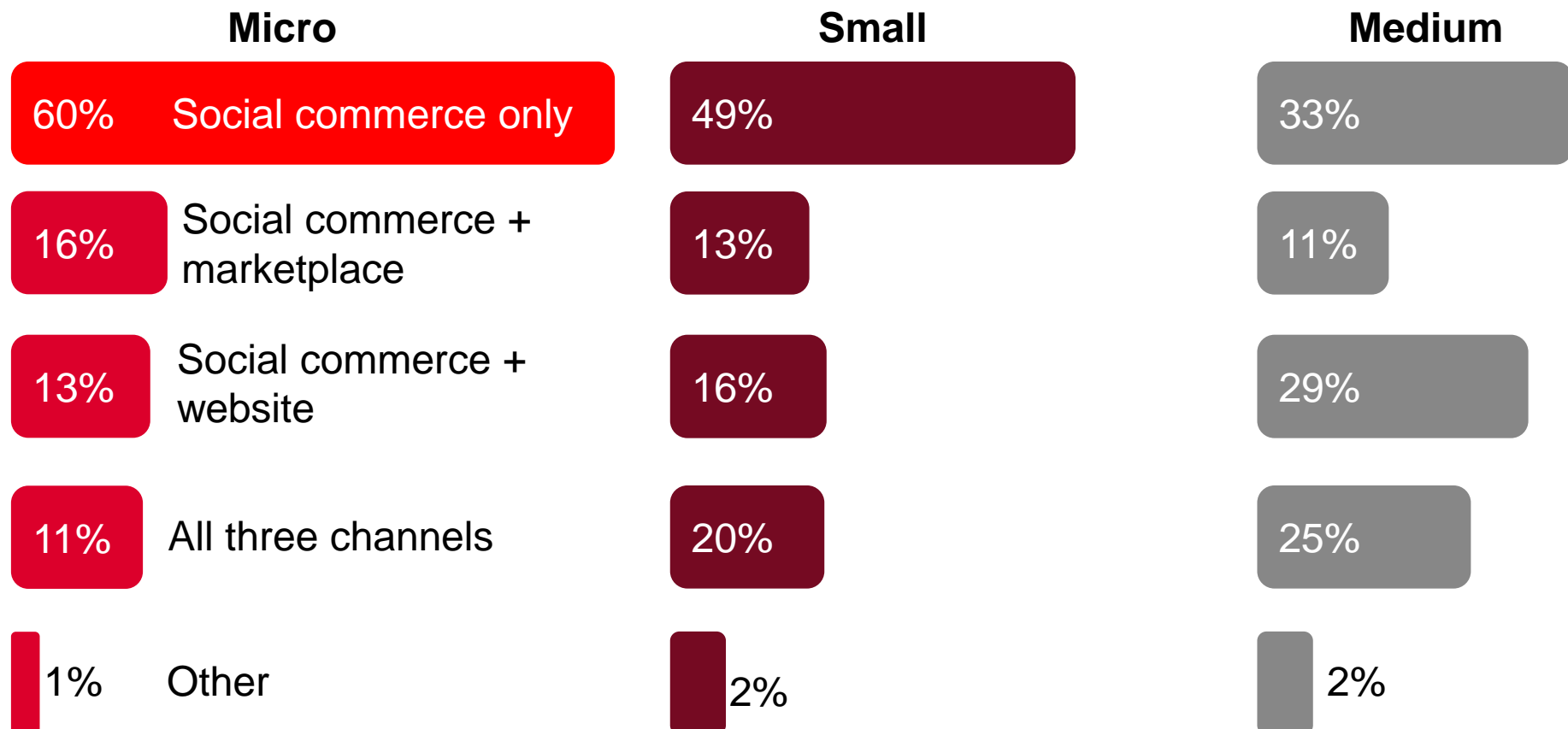
Source: GSMA e-commerce survey 2023

A man in a blue and white checkered shirt is standing in a hardware store, talking on a mobile phone. He is looking down at a document or a device on a counter. The store is filled with various tools and supplies, including spray bottles, chains, and boxes. A large white circle is overlaid on the image, framing the man and the text.

**What “type” of e-commerce
are entrepreneurs using?**

Entrepreneurs use social media more than marketplaces and websites

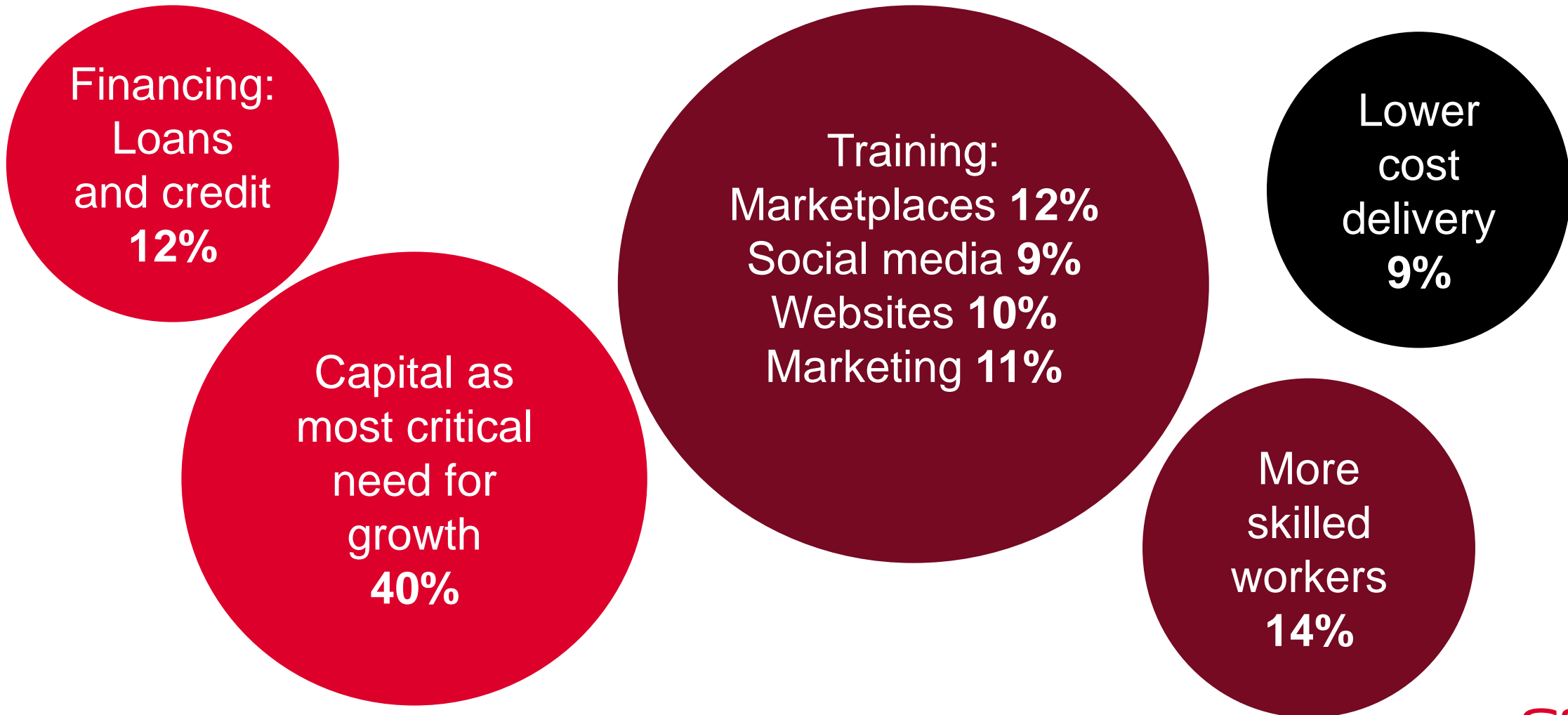
MSME use of e-commerce channels





**What do entrepreneurs need
to adopt e-commerce?**

Entrepreneurs say they need capital, training and better delivery options

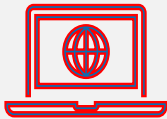


Consumer trust and preference for cash are key challenges to adoption

Customers do not...



Trust marketplaces and websites **48%**

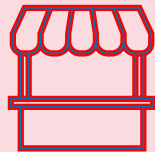


Understand how to use websites **33%**

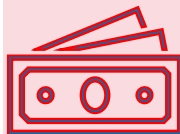


Understand how to use marketplaces **35%**

Customers prefer to...

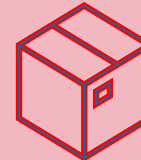


Interact with merchants in-person **43%**



Use cash **43%**

Customers think...

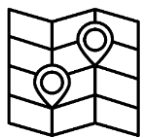


Returning items is difficult **35%**

A woman with dark hair, wearing a black and white checkered shirt, is standing in a cluttered store. She is looking down at a smartphone in her hands. The store is filled with various goods, including toys, snacks, and household items. In the background, there are shelves with colorful packages, including Pampers pants. The lighting is somewhat dim, and the overall atmosphere is that of a busy, small-scale retail environment. A large, semi-transparent white circle is overlaid on the image, framing the woman and the text.

What is required to advance e-commerce adoption?

Key focus areas to advance e-commerce growth



Delivery and logistics

Innovative solutions

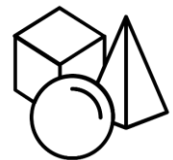
National addressing



Digital payments

Mobile money

Interoperability



Enabling policies

Updated policies

Unified e-commerce laws



Business Readiness

Connectivity

Affordability

Skills

Finance



Consumer Readiness

Download the report



Get in touch

Nigham Shahid
Senior Insights Manager, GSMA
nshahid@gsma.com

E-Commerce in Africa: Unleashing the opportunity for MSMEs

October 2023

