

South Africa's digital landscape maturation in 2024: Insights from the 2024 Global Digital Report

Issued by [Meltwater](#)

27 Mar 2024

The digital landscape in South Africa is experiencing significant growth and transformation, as highlighted in the recently released [2024 Global Digital Report](#). The report underscores the increasing prominence of social media and internet adoption, with South Africa having the highest internet usage rates in the world. The average internet user between 16 and 64 spends 9 hours and 38 minutes a day online.



In South Africa, the statistics reveal a burgeoning digital ecosystem:

- **Internet adoption:** With 45.34 million internet users, accounting for 74.7% of the population, South Africa stands at the forefront of internet adoption globally.
- **Social media usage:** Over 26 million South Africans, comprising 42.8% of the population, actively engage with social media platforms.
- **Mobile connectivity:** An impressive 118.6 million mobile connections are active in South Africa, representing 195.4% of the population.

The report delves deeper into various aspects of digital engagement, shedding light on how South Africans utilise the internet and social media:

- **Online learning:** A notable 60.8% of internet users in South Africa access educational content online, demonstrating a keen interest in self-improvement and skill acquisition.
- **Financial services:** Half of South African internet users conduct banking, investment, or insurance activities online, surpassing the global average.
- **Podcasts:** South Africa boasts one of the highest rates of podcast consumption globally, with 33.4% of internet users tuning in regularly.
- **Social media trends:** Globally, South Africans spend the most amount of time on social media, with the daily average being 03:41 hours. WhatsApp, Facebook, TikTok, Instagram, and Facebook Messenger rank as the top favorites.

Moreover, the report underscores the pivotal role of social media in various aspects of South African life:

- **Brand engagement:** South Africans actively engage with brands on social media, with 64.5% of users interacting with companies' content.
- **Influencer marketing:** Influencers wield significant influence, with 34.1% of South African social media users following online experts and influencers for information and brand exposure.

These insights emphasise the importance of leveraging [social listening](#), [consumer insights](#), and [influencer marketing tools](#) to navigate the dynamic digital landscape effectively. Meltwater South Africa offers comprehensive solutions tailored to enhance brand visibility, engagement, and credibility in the digital sphere.

For brands seeking to capitalise on South Africa's thriving digital ecosystem and make informed marketing decisions, Meltwater South Africa stands ready to provide strategic guidance and actionable insights.

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