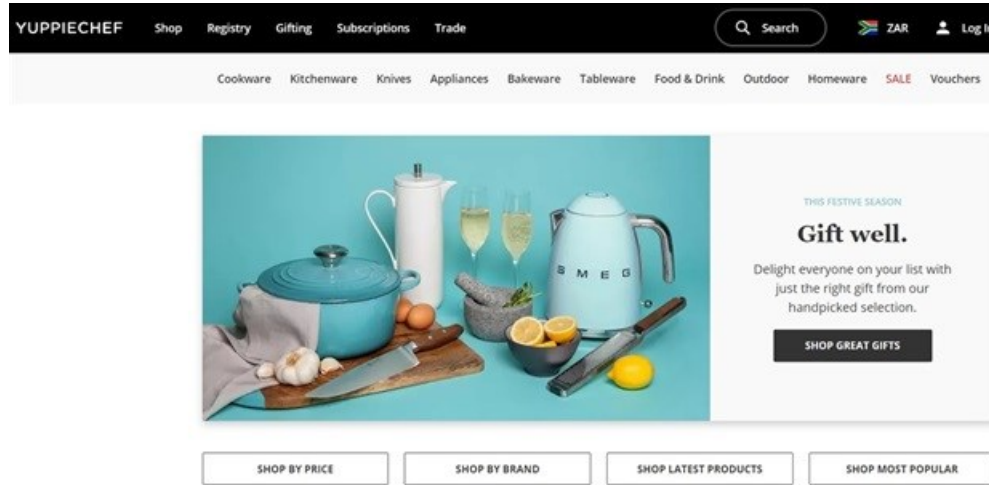


Yuppiechef scoops title of SA's Online Retailer of the Year

Yuppiechef triumphed at the inaugural Online Retailer of the Year awards, which recognises online stores in South Africa that grow trust amongst digital shoppers.



The new awards programme is presented by World Wide Worx in partnership with Platinum Seed, Visa, Heavy Chef and the E-commerce Forum of Africa. The awards are part of a broader project to boost online shopping in the country, thereby contributing to the economic growth of South Africa.

“The [Online Retail in South Africa 2019](#) research report released this week shows that retail e-commerce in SA is about to go mainstream,” says Bradley Elliott, founder of Platinum Seed, and co-author of the report. “Online retail will pass the R14 billion mark by the end of this year, commanding 1.4% of total retail. This growth is due in part to massive investments in online retail, aggressive marketing and the rapid uptake of new shopping channels like mobile shopping and Instagram.”

“The good news is that online retail is growing in SA at higher-than-expected rates, exceeding the growth rate of SA retail overall,” says Arthur Goldstuck, managing director of World Wide Worx and principal analyst on the project. “Online retail in SA is likely to reach the psychological barrier of 2% of total retail in the next few years, which generally indicates that the sector will start snowballing, as seen in other developing economies.”



Online Retailer of the Year awards launches in SA

17 Oct 2018



Says Elliott, “With the Online Retailer of the Year awards we want to recognise those e-commerce operations that have helped to grow the entire sector by engendering trust with online shoppers. Research clearly illustrates that trust and customer centricity are the two biggest factors in growing e-commerce in emerging economies.

“Building consumer trust will inevitably lead to growth in the online retail sector.”

All the winners

The winners of SA's Online Retailer of the Year are:

Online Retailer of the Year: Yuppiechef

1st Runner-Up: Clever Little Monkey

2nd Runner-Up: A joint award is made to Woolworths and NetFlorist

Emerging Retailer of the Year: Kamers/Makers Online Marketplace



Yuppiechef's foray into physical retail continues with flagship V&A opening

Lauren Hartzenberg 15 Oct 2018



Judging criteria for the awards included trust, innovation, customer service, digital excellence, customer engagement, product excellence, and the online reputation of the digital store. Heavy Chef and Platinum Seed oversaw the judging of the awards. The E-commerce Forum of Africa audited the award criteria and results.

The winners of the Online Retailer of the Year awards will be given a digital badge that the store can display online. The winners will have bragging rights for a year – the next award will be made in 2019.

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