



OneCart GMV growth surpasses 200%; plans to double number of Massmart stores by December

After Massmart acquired an 87.5% stake in on-demand multi-retailer marketplace, OneCart, in late 2021, the platform has experienced exponential Gross Merchandise Value (GMV) growth of over 200%.

The name OneCart derives from the App’s core value proposition which enables customers to access a wide range of products from multiple retailers, in “one cart”. OneCart is South Africa’s first and leading on-demand multi-retailer marketplace – allowing customers to shop over 20 product categories from up to 12 leading retailers, depending on a customer’s location, in one convenient transaction and delivery.

“Not only does the platform act as an alternative customer channel for some of the country’s most established brands, it is also the first direct-to-consumer channel for smaller, emerging retailers and SME’s entering the online market,” explains Lynton Peters, Founder and CEO of OneCart. Massmart and OneCart are now expanding their partnership and by the end of 2022, OneCart plans to double the number of Massmart stores available on the app. This expansion includes adding the Makro Crown Mines, Carnival and Wonderboom stores to the app this month, whilst selected Builders stores will be added during July.

Currently, OneCart offers customers access to 28 Game and 12 Makro stores – allowing them to shop over 10 000 products across multiple categories, including pantry items, liquor, toys, baby products and small appliances. These orders are delivered within one hour or in a specific time slot chosen by the customer. “We are really pleased to be able to leverage OneCart for mutual benefit at Massmart through this expansion, given the high priority that Massmart has placed on on-demand eCommerce at Game, Makro and Builders,” says Peters

Peters notes that OneCart’s vision is to represent every retailer within a 10km radius of all their customers – ensuring the South African consumer is able to shop for all their needs from their local store or shopping centre on the platform. With this in mind, Peters reinforces that OneCart continues to focus on increasing the number of products and retailers available on the app.

“OneCart’s business model is becoming increasingly relevant for both retailers and consumers as convenience and time become new currencies. As retailers seek new growth opportunities and access to new customers, a fast, low-cost online presence is invaluable,” he says.

Speaking to the platform's customer value proposition, Peters explains that consumers love the optionality that comes from using a multi-retailer platform that serves as a one-stop-shop, without the hassle of having to download multiple, stand-alone apps. “A typical OneCart order could easily involve a diverse product selection that includes your weekly or monthly groceries, a case of wine or beer, a new drill for that spontaneous DIY project, beauty products, and nappies and baby food,” he concludes.

ENDS

Note to editors:

Gross merchandise value (GMV) is a term used in online retailing to indicate a total sales monetary-value for merchandise sold through a particular marketplace over a certain time frame. GMV includes any fees or other deductions which a seller might calculate separately.

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