



The Global Language of Business

#### Marketplaces case study

## Takealot: Strengthening marketplace trust and transparency

South Africa's leading online marketplace is using Verified by GS1 to improve customer trust by ensuring accurate product information in its Seller and Supplier Portals



### Challenge

As online shopping continues to surge, Takealot needed to ensure accurate and reliable product information to maintain high levels of customer trust and transparency.

### Solution

Takealot integrated the Verified by GS1 service within its Seller and Supplier Portals, leveraging GS1 Global Trade Item Numbers (GTINs) to ensure that each product listed is accurately identified, reliably represented and verified based on brand-owner sources.

### Benefits

Verified by GS1 and GS1 GTINs have provided Takealot with a solid foundation that enhances transparency and customer confidence, improves seller accountability and increases operational efficiency.

Takealot is South Africa's leading online marketplace that was created with a simple vision in mind: To be the largest, simplest, most customer-centric online shopping destination in Africa. For Takealot, maintaining high levels of customer trust and transparency is essential to its continued growth and success.

Takealot decided to take a significant step towards improving customer confidence with the strategic integration of Verified by GS1 and GS1 standards within its Seller and Supplier Portals. This initiative underscored Takealot's ongoing commitment to providing accurate product data and reliable marketplace interactions.

### **Accurately identified and reliably represented**

The GS1 integration allows sellers on the Takealot platform to validate their products' Global Trade Item Numbers (GTINs) using GS1 Registries. By doing so, the marketplace ensures each product listed is accurately identified, reliably represented, and verified based on brand owner-authorized sources.

The Verified by GS1 service verifies the product's GTIN by effectively answering the critical question: "Is this product what I think it is?" GS1 GTINs provide unique and trusted identifiers for products that enable enhanced transparency and boost consumer confidence in their purchasing decisions.

### **Improved seller accountability and increased operational efficiency**

By successfully integrating GS1 GTIN verification into both its Seller and Supplier Portals, all merchants can now verify their GS1 GTINs at the points of listing, promoting better data quality from the start. Merchants gain a clear framework for product data compliance, supporting brand integrity and consumer trust.

Takealot has also benefited with streamlined validation processes that reduce administrative overhead, allowing faster and more efficient product listings.

### **Taking a phased approach**

While the verification of GS1 GTINs is not yet mandatory for listing products, Takealot plans to introduce this as a requirement for all merchants taking a phased approach. Takealot also plans to expand its use of the Verified by GS1 integration to include the validation of GS1 product attributes for continued enhancements to product integrity.

**By embracing GS1 standards, Takealot has enhanced its customer experience and reinforced marketplace credibility and operational efficiency. This GS1 standards-based initiative marks a significant milestone in Takealot's journey towards becoming a global leader in trusted digital retail.**



**“Takealot is excited to be partnering with GS1 to use barcodes to validate the integrity of the products listed on our platform, to know more about them such as their source and to ensure that we can easily identify them across all of our systems.”**

**Sonja Krause,**  
Head of Product – Merchants, Takealot



## About Takealot



Today, takealot.com is the leading e-commerce retailer in South Africa and one of the largest, most innovative e-commerce retailers on the African continent. The business was initiated with a simple vision in mind: To be the largest, simplest, most customer-centric online shopping destination in Africa.

[www.takealot.com](http://www.takealot.com)

## About GS1

GS1 is a neutral not-for-profit organisation that develops and maintains the most widely used global standards for efficient business communication. We are best known for the barcode, named by the BBC as one of “the 50 things that made the world economy.” GS1 standards improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. Our scale and reach—local Member Organisations in more than 110 countries, 2 million user companies and 10 billion transactions every day—help ensure that GS1 standards create a common language that supports systems and processes across the globe.

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