



South Africa's Internet Is Still Mostly Human. That Window Is Closing.

Cloudflare data shows 65.5% of SA internet traffic comes from humans, against a global pattern where bots now account for 57.3% of all HTTP requests. Here is what it means.

By **Mike Walker** · Founder, SL8 Agency

According to Cloudflare data published this week, South Africa is an outlier in global internet traffic patterns. While bots now account for 57.3% of HTTP requests worldwide, surpassing human traffic for the first time, South Africa sits at 65.5% human traffic versus 34.5% bot traffic.

Cloudflare CEO Matthew Prince noted that agentic traffic growth exceeded his own predictions. Bots overtook humans earlier than anticipated.

For context: Nigeria sits at 81.2% bot traffic. Egypt at 82.5% human, better than the global average but trending downward. Gibraltar leads globally at 92.3% bot traffic.

What is driving the global shift

The change is not primarily spam or scraping (though that remains significant). The growth is coming from AI agents: systems that browse, query, and interact with web infrastructure autonomously. Every time a language model fetches a web page to answer a question, that's an agent making an HTTP request. Every API call from an automated workflow. Every scheduled data pull.

Agentic traffic is legitimate, intentional, and growing faster than Cloudflare's own forecasts.

Why South Africa is different, for now

The reasons are structural, not cultural. Lower automation adoption in enterprise. Fewer deployed AI agents across business processes. Infrastructure constraints that slow the deployment of agent-heavy architectures.

The same factors that explain the lag also decide what happens next. As South African enterprises move from AI pilots to AI infrastructure (the direction the AI Summit London 2026 confirmed), bot traffic will grow. The local pattern will converge with the global one.

What this means operationally

For marketing and analytics teams: Your traffic data is about to change character. Attribution models, session data, and engagement metrics built for human behaviour will need recalibrating as agent traffic grows. A visit from a research agent and a visit from a potential customer look different.

For security teams: The Cloudflare data also notes that malicious bot activity is growing alongside legitimate agent traffic. Credential theft, data extraction, and fraud via automated systems are receiving significant attention, including a dedicated AI cybersecurity track at the AI Summit. The attack surface is expanding.

For AI teams: South Africa's current human-traffic majority is an opportunity. Deploy agentic infrastructure before your competitors do and you're the one generating that traffic, not reacting to it.

The number that matters

57.3% of global HTTP requests are now automated. That number won't reverse. The question for South African enterprises isn't whether to build AI infrastructure. It's whether they build it before or after their competitors do.

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