

## **Qatar E-Commerce - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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### **Report description:**

The Qatar E-Commerce Market size is estimated at USD 4.18 billion in 2024, and is expected to reach USD 6.55 billion by 2029, growing at a CAGR of 9.40% during the forecast period (2024-2029).

With the highest GDP per capita in the world and a reliance on international partners to fulfill strategic goals, Qatar emerges as an excellent place for commercial growth, creating economic prospects for many nations. In the near future, the e-commerce market in Qatar is expected to grow strongly, particularly in the services industry.

#### **Key Highlights**

- The soccer tournament organized in Qatar in 2022 brought new opportunities for businesses to capitalize on this major event. As people from different countries turned out to watch FIFA World Cup, companies adopted various strategies to showcase their presence. FIFA introduced an online tool for event organizers who wanted to stage public viewing events during the FIFA World Cup Qatar 2022.
- FIFA World Cup official retail Partner, Qatar Duty-Free (QDF), launched the first FIFA store at Hamad International Airport. The store will have an impressive collection of FIFA Official World Cup merchandise, souvenirs, collectibles, and team jerseys. The move was to attract the tourists returning after the world cup. People can shop for memorable souvenirs to mark an unforgettable experience.
- The Formula One Grand Prix, Expo 2023, and the Asian Football Confederation (AFC) Asian Cup will occur in Qatar in 2023, providing travel and tourism companies with an excellent chance to create robust business developments.
- The outbreak of Covid-19 brought a fundamental and structural change in the retail industry. Many renowned brands have drastically reduced their presence on the high street or have switched to just conducting business online. The traditional retail sector has been forced to change and enter a new era. Online retail and physical retail will continue evolving together, but it is

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observed companies will invest in cutting-edge technologies and innovative stores.

## Qatar Ecommerce Market Trends

### Fashion and Beauty to hold significant growth in Qatar

- Qatar has benefited financially from hosting the 2022 FIFA World Cup because outlets and malls that can accommodate tourists worldwide became more readily available in the final few months of 2022, causing a spike in the retail sector. Retailers made 50-60% of the anticipated sales during the first week of the year's biggest sporting event.
- Before the FIFA World Cup in November 2022, many retail centers and department stores opened or expanded in Qatar. Platforms like M7, including studios, co-working areas, and incubation programs, were created to support emerging designers.
- The most famous fashion show in history, which took place two days before the FIFA World Cup finals, was a ground-breaking celebration of fashion, culture, and music. The fashion show exhibited 21 Qatar-based brands and more than 150 designers from six continents and 50 countries. This was the perfect timing for the brands such as the Qatari and regional designers whose creativity and talent will lead the way for the future of fashion in the region.

### Increased used of internet and mobile phones is driving the market

- Qatar ranks eighth in the business-to-consumer sector of e-commerce, as per the number of transactions in the Middle East and North Africa. At the beginning of 2023, there were 2.68 million internet subscribers in Qatar, with internet penetration reaching 99%. The mobile connections accounted for a total of 4.89 million.
- January 2023 - Ooredoo has launched its new Ooredoo Business WhatsApp service. The new Ooredoo Business WhatsApp service allows business customers to manage their accounts digitally from anywhere. This will enable customers to easily connect with the Ooredoo business team and quickly resolve their queries regarding orders.
- March 2022 - Tamias, the fully integrated Point of Sale System (POS), signed a deal with a tech startup, Snoonu, to simplify and automate daily retail and restaurant operations. The POS software will enable automatic inventory control without the need for human resources, thereby reducing the amount of inventory waste. This will further empower independent restaurateurs and retailers to transform their sales and operation.

## Qatar Ecommerce Industry Overview

The Qatar E-Commerce market is moderately competitive and is turning to the next level with significant investments in AI and IoT technology to automate their business framework and achieve time by reducing manual interventions. However, the market is dominated by players such as Baqaala, Amazon, IKEA Qatar, AlAnees Qatar, etc. These automation providers collaborate with retailers to automate their business framework and achieve profitability.

- November 2022 - Nasser Bin Khaled Automobiles (NBK) launched a Mercedes-Benz E-Commerce store. NBK is the authorized general distributor of Mercedes-Benz in Qatar. Customers can easily browse and track the available stock and easily reserve a car online.
- October 2022 - Samsung Gulf Electronics launched its online platform in Qatar. This initiative will enable customers to shop directly on the brand store for mobiles, tables, and other accessories. Additional discounts will be provided to customers buying

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goods online.

- May 2022 - The Brands For Less (BFL) Group launched its first store in Qatar. In addition to offering great discounts on clothing from over 3,000 labels, the business is renowned for its distinctive "treasure hunt" experience, where consumers can discover new goods every time they visit the store.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

## **Table of Contents:**

### 1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

### 2 RESEARCH METHODOLOGY

### 3 EXECUTIVE SUMMARY

### 4 MARKET INSIGHTS

- 4.1 Market Overview
- 4.2 Industry Attractiveness-Porter's Five Forces Analysis
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Buyers/Consumers
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Threat of Substitute Products
  - 4.2.5 Intensity of Competitive Rivalry
- 4.3 Key market trends and share of e-commerce of total Retail sector
- 4.4 Impact of COVID-19 on the e-commerce sales

### 5 MARKET DYNAMICS

- 5.1 Market Drivers
  - 5.1.1 Growing Demand from Fashion Industry
  - 5.1.2 Penetration of Internet and Smartphone Usage
- 5.2 Market Challenges
  - 5.2.1 Stringent Regulatory Frameworks
- 5.3 Analysis of key demographic trends and patterns related to ecommerce industry in Qatar (Coverage to include Population, Internet Penetration, ecommerce Penetration, Age & Income etc.)
- 5.4 Analysis of the key modes of transaction in the ecommerce industry in Qatar (coverage to include prevalent modes of payment such as cash, card, bank transfer, wallets, etc.)
- 5.5 Analysis of cross-border ecommerce industry in Qatar (Current market value of cross-border & key trends)
- 5.6 Current positioning of country Qatar in the ecommerce industry in region Middle East

### 6 MARKET SEGMENTATION

- 6.1 By B2C ecommerce
  - 6.1.1 Market Size (GMV) for the study period

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- 6.1.2 By Application
  - 6.1.2.1 Beauty and Personal Care
  - 6.1.2.2 Consumer Electronics
  - 6.1.2.3 Fashion and Apparel
  - 6.1.2.4 Food and Beverage
  - 6.1.2.5 Furniture and Home
  - 6.1.2.6 Others (Toys, DIY, Media, etc.)
- 6.2 By B2B ecommerce
  - 6.2.1 Market Size for the study period

## 7 COMPETITIVE LANDSCAPE

- 7.1 Company Profiles
  - 7.1.1 Amazon.com, Inc.
  - 7.1.2 IKEA Qatar
  - 7.1.3 AlAnees Qatar
  - 7.1.4 Baqaala
  - 7.1.5 AliExpress.com
  - 7.1.6 Jarir Bookstore
  - 7.1.7 Ourshopee.Qatar
  - 7.1.8 Ubuy Qatar
  - 7.1.9 Next Qatar
  - 7.1.10 Carrefour
  - 7.1.11 Lulu Hypermarket

## 8 INVESTMENT ANALYSIS

## 9 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

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