

Egypt E-commerce - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Egypt E-commerce Market size is estimated at USD 10.39 billion in 2025, and is expected to reach USD 20.72 billion by 2030, at a CAGR of 14.8% during the forecast period (2025-2030).

The Egyptian e-commerce market is primarily driven by rising internet penetration, improved infrastructure, and an increased number of online shoppers in the country.

With a sizable population and rapidly rising internet penetration rates, Egypt's e-commerce industry is on a robust growth trajectory, poised to claim the title of Africa's largest. Given the country's unique position bridging the Arab world and Africa, it is no surprise that both pan-Arabian and pan-African e-commerce platforms enjoy significant popularity in the country.

Most businesses began operating remotely during COVID-19, as the pandemic struck the world and forced social isolation. This has accelerated the process of strengthening the digital transformation and prompted the Egyptian government to take additional steps to ensure a smooth but successful transition and propel the country to become a regional leader in the telecommunications and IT industries.

Also, the Egyptian government is working on empowering the e-commerce industry in partnership with the United Nations Conference on Trade and Development (UNCTAD). The strategy focuses on ICT and telecom services, e-procurement, and electronic payments. In addition to this, the ICT strategy was launched by the Ministry of Communication and Information Technology as a part of Egypt's Vision 2030 Sustainable Development Strategy (SDS), which focuses on the development of the industry through initiatives that encourage e-commerce, digital manufacturing, e-government, and others. These strategies by the government and other organizations may significantly impact the growth of the e-commerce market in Egypt.

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However, the increasing number of cybercrime incidents and fraudulent transactions on e-commerce platforms are challenges to the market. A potential contributing factor to the country's e-commerce scams is the lack of customer knowledge. Many shoppers in Egypt could be just getting started with online buying and may not be aware of the dangers of e-commerce fraud, leaving them more susceptible to scam creators.

The COVID-19 pandemic significantly increased online product sales due to governmental restrictions, lockdowns, and safety purposes. It became the new normal as companies and customers went digital by offering products and services through e-commerce channels during the pandemic in Egypt.

Egypt E-commerce Market Trends

Increase in Internet Penetration and Smartphone Usage Expected to Drive the Market Growth

- The country has witnessed significant growth in internet and smartphone penetration over the past few years, resulting in a widespread proliferation of the e-commerce market. Egyptian e-commerce enterprises are flourishing, and the local market is expanding, particularly in specialist areas. The Egyptian e-commerce business has exhibited activity recently, with a rising number of new e-commerce start-ups. Many start-ups' survival rate or rapid, continuous growth is sometimes precarious and prone to high turnover.
- Mobile commerce has the potential to change consumers' shopping habits and establish itself as a significant commerce channel. With a high number of smartphones and access to the internet in the country, the e-commerce market is witnessing significant growth. Consumers rely on digital devices such as smartphones more than ever before, and the growth in mobile commerce predicts that mobile will become the preferred channel for online shopping in the country.
- The Egyptian market boasts the region's highest population of internet users. As of January 2024, Egypt boasted nearly 82 million internet users, as reported by Meltwater, an online media monitoring company. This marked a rise from the approximately 81 million users in the preceding year, showcasing a steady growth trajectory. Notably, the surge is even more pronounced when compared to a decade earlier, when the nation counted a mere 27 million internet users.
- Additionally, with the high internet and smartphone penetration, consumer shopping behavior is rapidly changing, thus forcing the e-commerce market vendors to offer innovative shopping apps coupled with various digital payment transaction modes. Such factors are further expected to drive the market in the country as consumers continue to look at easy and convenient ways to shop online using their smartphones.
- Over the forecast period, high internet and smartphone penetration are expected to drive the e-commerce market in Egypt at a rapid pace, owing to the changing consumer behavior, increasing use of smartphones for online shopping, and fast-speed internet. Moreover, the high internet penetration in the country is expected to enable retailers to connect with potential customers and express their brand in entirely new ways, driving the e-commerce market in Egypt over the forecast period.

The B2C E-commerce Segment is Expected to Hold Significant Market Share

- Egypt is one of the promising countries for the development of e-commerce, as it ranks top in the number of internet users in the Middle East and North Africa. It has more than 80 million users, which enhances the growth of the e-commerce industry locally and contributes to growing efforts in digital transformation and financial inclusion in Egypt.
- The growth in initiatives by the government of the country to support the B2C e-commerce industry is analyzed to drive the e-commerce market in the country. The government is launching initiatives to ensure the quality of services provided by the e-commerce industry and boost consumer confidence and satisfaction.

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- According to SurfShark, in the Digital Quality of Life ranking for 2023, Egypt scored 0.38. As a result, the nation was ranked sixth among the 25 reporting African nations and 87th overall out of 121 nations. With 0.57 and 0.56 points, e-government and e-infrastructure scored the highest ratings. The country's internet quality scored 0.32 points and 83rd in the global ranking.
- The current situation in Egypt aligns with the world's adoption of a new strategy commensurate with the rapid developments in the information technology industry. Further, Egypt is implementing several programs and initiatives to stimulate the e-commerce industry and activities.
- The Egyptian government planned to introduce a series of "TIBA Sat" for high-speed broadband internet and telecommunications in partnership with Airbus Defence and Space and Euro Star for a government organization. It would be a key component in achieving Egypt Vision 2030 for SDGs and shifting to a secure digital economy. Such initiatives may drive the growth of B2C e-commerce in the country.

Egypt E-commerce Industry Overview

The Egyptian e-commerce market is fragmented with the presence of major players like Amazon.com Inc., Jumia, LC Waikiki, Watches Prime, and Elaraby Group. Players in the market are adopting strategies such as partnerships and acquisitions to enhance their product offerings and gain sustainable competitive advantage.

- May 2024 - Jumia, Egypt's premier e-commerce platform, unveiled an extension of its strategic collaboration between JumiaPay and Contact CrediTech, the digital consumer finance division of Contact Financial Holding. The move is designed to elevate the service offerings for its clientele. This deepened partnership, initiated in January 2023, not only streamlines online payments but also introduces a range of financial solutions, catering to the needs of both Jumia and Contact's customer base.
- January 2024 - TijaraHub unveiled its latest e-commerce platform, designed to empower small and medium manufacturers in Egypt and Turkey. The platform's primary goal is to catapult these manufacturers onto the global stage, facilitating their expansion into new markets and fostering sustainable growth. Additionally, TijaraHub's platform offers buyers the flexibility to seamlessly navigate through a plethora of options and make purchases from a diverse range of vetted suppliers.

Additional Benefits:

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

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