

Middle East And Africa E-commerce - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Middle East And Africa E-commerce Market size in terms of gross merchandise value is expected to grow from USD 155.16 billion in 2025 to USD 302.43 billion by 2030, at a CAGR of 14.28% during the forecast period (2025-2030).

Key Highlights

- High internet penetration, urbanization, and a surge in mobile shopping are key drivers propelling the e-commerce market in this region. The adoption of e-commerce automation offers substantial growth avenues for market players.
- With one of the world's youngest populations, the Middle East is witnessing a rapid rise in smartphone usage. Consequently, numerous e-commerce platforms have pivoted to mobile apps to enhance and sustain user interaction.
- The growing integration of e-commerce platforms with AI, predictive analytics, and cloud computing boosts market growth. In addition, the number of foreign enterprises in the region is increasing.
- In the Middle East's e-commerce landscape, personalization and customer experience are pivotal. Retailers are leveraging data analytics and customer segmentation to offer tailored shopping experiences, personalized product suggestions, and targeted promotions. By prioritizing personalization, the goal is to enhance satisfaction, foster loyalty, and boost repeat purchases.
- Owing to the COVID-19 pandemic and the adoption of social distancing, a significant segment of the regional population shifted from traditional brick-and-mortar stores to online platforms. These retailers are at the forefront, offering a seamless shopping experience.
- Traditional brick-and-mortar outlets contend fiercely with their online counterparts, prompting a notable shift in how consumers shop. To stay relevant, retailers are swiftly bolstering their digital footprints, embracing omnichannel strategies, and harnessing technology to elevate the overall customer experience.

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The Adoption of Latest Technology is Increasing

- The expanding array of digital channels is paralleled by a rising user base. A survey by Standard Chartered showed that around 50% of consumers in the region favored online transactions over traditional card or cash payments, marking a notable shift in consumer behavior.
- Rising ICT adoption is a catalyst for financial inclusion, with heightened participation from the financial sector being crucial for the growth of e-commerce. The swift expansion is undeniably bolstered by the widespread adoption of advanced mobile phones and improved internet accessibility.
- Technological advancements significantly influence the market. A prominent trend is the growing adoption of artificial intelligence (AI) and machine learning (ML) to tailor the shopping experience, enhance product suggestions, and elevate customer service. Furthermore, the surge of social commerce, influencer marketing, and virtual reality (VR) shopping is reshaping consumer interactions with online platforms.
- These technologies not only provide a more personalized and engaging shopping experience but also help businesses understand consumer behavior better, optimize their operations, and stay competitive in a rapidly evolving market. As a result, companies that leverage these advancements are likely to see significant growth and improved customer loyalty.
- A growing cohort of African SMEs is actively establishing their digital footprint, developing websites, and securing email addresses. This strategic shift is geared toward strengthening their e-commerce ventures and amplifying their export potential. Although B2B e-commerce in Africa initially trailed its retail segment, forecasts indicate a reversal, with B2B set to surpass B2C growth, potentially doubling by 2030. A significant driver of this surge is the rising prevalence of digital payment methods.
- Sustainability and eco-consciousness are on the rise. Consumers are increasingly becoming aware of the environmental repercussions of their purchases. In response, e-commerce platforms are championing eco-initiatives, including eco-packaging, carbon offsets, and featuring products from ethical, sustainable brands. This mirrors the global move toward conscientious consumption, opening doors for e-commerce retailers to align with the changing values of Middle Eastern buyers.
- A survey conducted by logistics firm UPS showed that despite two-thirds of Middle Eastern customers anticipating digital service accessibility, around 67% of the region's SMEs did not provide any online sales. Similarly, Gartner's findings highlighted that only 15% of businesses in the region maintain an online footprint.

The Usage of Smartphones is Increasing

- The increasing significance of smartphones in digital commerce is driven by robust connectivity, rising smartphone ownership, and increasing affluence, particularly in the Gulf. In South Africa, the adoption of budget-friendly smartphones and feature phones with smart capabilities shifted consumer behavior from PCs to mobile devices for digital transactions.
- Key drivers of this shift encompass mobile retailing, banking, social media engagement, and promotions delivered through mobile devices. Enabled by partnerships with major digital wallet providers and a diverse array of local retailers, consumers can make payments directly from their phones. The trend of proximity payments, initially aimed at financial inclusion in rural Africa, is poised to gain momentum, evolving into a symbol of convenience in the Gulf.
- Android smartphones have recently made significant strides in integrating artificial intelligence and virtual assistant software, such as Google Assistant, which enables users to issue voice commands, rivaling Apple's Siri in iPhones. With these advancements, Android is steadily evolving, integrating new elements in its successive versions to enhance its products.
- In the Middle East, the e-commerce landscape boasts a broad spectrum of product categories. Notably, fashion and beauty segments experienced remarkable growth, propelled by the region's fashion-forward populace. This surge led to the rise of online marketplaces and specialized fashion platforms, meeting the escalating demand for stylish apparel, accessories, and beauty

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products.

- Moreover, the electronics and home appliances domain commands a substantial market share, buoyed by the region's high smartphone penetration and tech-savvy consumers. Concurrently, there has been a notable uptick in the demand for groceries, health and wellness items, and online food delivery services, further boosting the e-commerce market.
- Heightened competition in the region is driving product innovations as players vie to introduce cutting-edge features and dominate the market. Several regional states are ramping up investments to broaden their commercial 5G network coverage. In preparation for commercial rollouts, both Etisalat and Ooredoo are actively conducting live 5G trials, focusing on speed, equipment, latency, and beam steering for enhanced signal reach.

Middle East And Africa E-commerce Industry Overview

Many competitors are present in the e-commerce market in Middle East and Africa, leading to high competition. Many local and global firms have expanded, resulting in fierce competition. Key market players include Amazon.com Inc., Alibaba Group Holding Limited, Walmart Inc., Airbnb Inc., and Shopify Inc. Product launches, high expenses on research and development, partnerships, and acquisitions, among others, are the prime growth strategies these companies adopt to sustain the intense competition.

- January 2024: TijaraHub unveiled its latest e-commerce platform, designed to aid small and medium-sized manufacturers in Egypt and Turkey. The platform's goal is to help these manufacturers extend their product reach to global markets. This initiative not only facilitates market expansion but also fosters sustainable growth. Additionally, the platform empowers buyers by offering a diverse range of options and seamless transactions with approved suppliers.
- August 2023: Arabian Business Machines (ABM), an authorized distributor of Toshiba in Saudi Arabia, launched its long-awaited e-commerce platform. This move was designed to enhance customer accessibility, offering a more convenient way to purchase authentic Toshiba Toners. The initiative targets professionals and businesses, ensuring they can elevate their print quality with ease.

Additional Benefits:

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

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