

Online Retail in Middle East & Africa

Industry Report | 2025-10-30 | 41 pages | MarketLine

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Report description:

Online Retail in Middle East & Africa

Summary

Online Retail in Middle East & Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The online retail sector is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.
- The Middle East & African online retail sector recorded revenues of \$28 billion in 2024, representing a compound annual growth rate (CAGR) of 17.6% between 2019 and 2024.
- The electrical & electronics retail segment accounted for the sector's largest proportion in 2024, with total revenues of \$12 billion, equivalent to 42.8% of the sector's overall value.
- Saudi Arabia accounted for a 34.1% share of the Middle East & African online retail sector in 2024, followed by the UAE, Israel, and South Africa at 30.2%, 15.0%, and 12.5% share of the European online retail sector, respectively.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in Middle East & Africa
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Middle East & Africa

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- Leading company profiles reveal details of key online retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Middle East & Africa online retail market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Middle East & Africa online retail market by value in 2024?
- What will be the size of the Middle East & Africa online retail market in 2029?
- What factors are affecting the strength of competition in the Middle East & Africa online retail market?
- How has the market performed over the last five years?
- Who are the top competitors in Middle East & Africa's online retail market?

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