

## **Qatar E-Commerce - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-01-16 | 120 pages | Mordor Intelligence

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### **Report description:**

Qatar E-Commerce Market Analysis

Qatar ecommerce market size in 2026 is estimated at USD 4.96 billion, growing from 2025 value of USD 4.54 billion with 2031 projections showing USD 7.75 billion, growing at 9.31% CAGR over 2026-2031. Momentum is anchored in the nation's near-universal connectivity, the digital infrastructure legacy of the FIFA 2022 World Cup, and strong government support through programs such as TASMU and the National Digital Agenda 2030. Consumer appetite is reinforced by 95% smartphone penetration, an average transaction value per user of USD 3,960 in 2024, and a fast-modernising payments ecosystem that now includes instant transfers and Buy-Now-Pay-Later (BNPL) options. Cross-border demand for premium goods, aided by a de minimis duty exemption on shipments valued up to QR1,000 (USD 275), further enlarges the addressable base of the Qatar ecommerce market. Last-mile cost pressure outside Doha and a lingering preference for cash-on-delivery temper the outlook but are increasingly countered by same-day hyper-local delivery networks and policy moves that encourage digital payments.

Qatar E-Commerce Market Trends and Insights

FIFA 2022 legacy accelerates digital retail infrastructure

FIFA 2022 triggered USD 200-300 billion in infrastructure upgrades that now underpin ecommerce operations; these include nationwide fibre coverage, modernised payment rails, and logistics hubs that cut fulfillment times significantly. Post-event nighttime luminosity, a proxy for economic activity, remains elevated, signalling sustained digital engagement. Transaction data

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mirror this pattern, with QR3.66 billion (USD 1 billion) processed online in March 2024, a 43.5% year-on-year rise. International visitors introduced global service-level expectations, prompting local retailers to invest in omnichannel platforms. Brands that implemented virtual showrooms during the tournament now report double-digit online conversion rates. These factors collectively give the Qatar ecommerce market a medium-term uplift as legacy assets are fully commercialised.

#### High disposable income and luxury consumption culture

With one of the world's highest GDP per capita levels, Qatar's consumers sustain premium shopping habits. Average digital transaction values reached USD 3,960 in 2024, more than twice typical GCC levels. Luxury fashion, electronics, and fine jewellery out-index on every major platform, attracting cross-border sellers eager to tap deep pockets and low duties. Expatriate executives add a second tier of affluent demand, prompting merchants to segment product lines and marketing creatives carefully. Forward integration by leading malls into online channels extends choice and reduces channel conflict. High-ticket categories feed steady, long-run growth across the Qatar ecommerce market, even as macro conditions fluctuate.

#### High last-mile costs outside Doha

Sparse population density beyond the capital pushes per-parcel delivery costs up by more than 30% versus urban routes. Research by Qatar National Library highlights pilot schemes using mobile parcel stations and drone drop-offs to mitigate these costs. Yet, until such solutions scale, many platforms restrict full-catalogue service to core urban zones, capping rural penetration. Retailers experiment with click-and-collect points at petrol stations and community centres; early trials indicate improved economics but limited scalability without multi-merchant collaboration. Consequently, the Qatar ecommerce market shows a geography-based performance gap that could persist into the medium term. Persistent cash-on-delivery driving return rates

Other drivers and restraints analyzed in the detailed report include:

Qatar National Vision 2030 & TASMU programs  
Rapid expansion of same-day hyper-local delivery start-ups  
Persistent cash-on-delivery driving return rates

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

The B2C segment controlled 77.40% of the Qatar ecommerce market in 2025, anchored by nationwide internet penetration of 99% and widespread social-media influence. In revenue terms, B2C contributed USD 3.51 billion to the Qatar ecommerce market size in 2025, outpacing regional peers. Average cart sizes remain high thanks to affluent consumers and luxury preferences. B2C growth is further propelled by international platforms localising logistics and promotions, while domestic champions leverage cultural insight to stand out.

The B2B segment, though smaller today, is projected to expand at a 12.64% CAGR through 2031, overtaking overall market velocity. Digitisation of procurement, bulk inventory platforms, and government e-tender portals reduce transaction costs and shorten sourcing cycles. The Ministry of Communications and Information Technology's SME digitisation grants and training programs drive adoption. As enterprise buyers switch from fax-based ordering to cloud marketplaces, the Qatar ecommerce market sees deeper multi-tier supply integration and rising average order values.

Mobile devices generated 69.25% of the Qatar ecommerce market revenue in 2025, reflecting near-universal smartphone access. This dominance translates to USD 3.15 billion of the Qatar ecommerce market size in 2025, and the channel is on track for an 10.95% CAGR. Biometrics, instant-pay rails, and live-stream shopping make mobile the first-choice channel for fashion, beauty,

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and on-demand food. Retailers prioritise responsive design, vertical video ads, and data-light experiences to widen reach.

Desktop and laptop still serve complex or high-ticket transactions, notably in electronics and B2B procurement, where screen size and multi-tab comparison matter. Emerging channels such as smart TV and voice commerce remain experimental but gain attention as 5G removes latency barriers. The convergence of app-based loyalty programs and mobile wallets cements the Qatar ecommerce market's mobile-first profile and reinforces data-driven personalisation.

The Qatar E-Commerce Market Report is Segmented by Business Model (B2C, B2B), Device Type (Smartphone / Mobile, Desktop and Laptop, Other Device Types), Payment Method (Credit / Debit Cards, Digital Wallets, BNPL, Other Payment Method), B2C Product Category (Beauty and Personal Care, Consumer Electronics, Fashion and Apparel, Food and Beverages, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Amazon.com, Inc. Carrefour Qatar (Majid Al Futtaim Retail L.L.C.) Lulu Hypermarket (EMKE Group) Talabat.com (Delivery Hero SE) Snoonu Trading and Services Al Anees Electronics W.L.L. IKEA Qatar (Al-Futtaim Group) Baqaala Trading W.L.L. Jarir Marketing Company Ubuy Co. W.L.L. Next plc AliExpress.com OurShopee.com QatarLiving.com Gifty Souq W.L.L. Farfetch Ltd. Namshi General Trading L.L.C. Noon AD Holdings DHL Express Qatar Qatar Post (General Postal Corporation) Sheeel.com (Electronia Trading) CrazyDeals.qa Carriage Qatar Monoprix Qatar (Ali Bin Ali Group)

Additional Benefits:

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

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