

E-commerce in Middle East and Africa

September 2020

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Putting Middle East and Africa in context

Improved digitalisation infrastructures will support e-commerce

Grocery retailers tap into an omnichannel approach to reach shoppers

Diversification of online offerings supports demand for niche products

Local companies benefit from improved delivery services

LEADING COMPANIES AND BRANDS

E-commerce remains concentrated across MEA

Amazon and Jumia lead e-commerce in MEA

Headline about regional company presence

FORECAST PROJECTIONS

E-commerce is expected to remain the fastest growing channel

E-commerce will continue to thrive across the region

Israel and South Africa show strong growth prospects

COUNTRY SNAPSHOTS

Saudi Arabia: market context

Saudi Arabia: competitive landscape

United Arab Emirates: market context

United Arab Emirates: competitive landscape

Israel: market context

Israel: competitive landscape

Algeria: market context

Algeria: competitive landscape

South Africa: market context

South Africa: competitive landscape

Egypt: market context

Egypt: competitive landscape

Morocco: market context

Morocco: competitive landscape

Kenya: market context

Kenya: competitive landscape

Nigeria: market context

Nigeria: competitive landscape

Tunisia: market context

Tunisia: competitive landscape

Cameroon: market context

Cameroon: competitive landscape

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/e-commerce-in-middle-east-and-africa/report.