



# Retail E-Commerce in the United Arab Emirates

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Discounts, promo codes and points – e-commerce platforms continue to entice consumers

Chinese e-commerce platform Temu attracts customers with its “Shop like a billionaire” positioning

New e-commerce law aims to strengthen market’s position in digital economy

### PROSPECTS AND OPPORTUNITIES

Enhanced regulatory landscape in light of integrating new technologies and use of consumer data

Alternative payment methods and integrated loyalty are key elements of future e-commerce platforms in the United Arab Emirates

Artificial intelligence to reshape online shopping experiences

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Retailers explore innovative ways to integrate technology to improve shopping journey

Sustainability takes centre stage in board discussions with COP28

What next for retail?

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Informal retail

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