

E-commerce in Middle East and Africa

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Abstracts

During the review period, e-commerce remained the fastest-growing distribution channel in MEA. This trend was driven by increased consumer demand for convenience, which prompted the diversification of retail strategies. Besides, low penetration of online formats attracted new entrants, while diversified offerings gave room to niche categories. This regional brief covers dynamics in e-commerce across the region, with the forecast period highlighting the impact of coronavirus (COVID-19).

Euromonitor International's E-commerce in Middle East and Africa global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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