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Industry Groups Chartbook - Online Retail in the Middle East & Africa

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Abstracts

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SUMMARY

The internet has revolutionized many areas of human activity, not least of all retailing. Today a huge share of the world's shopping is done online and traditional retailers are quickly falling in the wake of e-retail powerhouse companies. Retail has never been more competitive, and correct utilization of the internet is the single most important focal point for any retail business today.

KEY HIGHLIGHTS

The Middle East & African market has grown strongly in recent years, and is expected to continue to do so in the future.

Electrical & Electronics Retail is the largest segment in the online retail market.

Per capita spending is highest in the United Arab Emirates.

SCOPE

Identifies the size of online retail market from 2010 to 2017 in various countries.

Provides forecasts of the market's performance between 2018 and 2022 in various countries.

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Details the segmentation of the market.

Details the performance of each segment over time, complete with forecasts and country comparisons.

Discusses distribtuion channels in the market.

Provides per capita expenditure amounts for each country.

Details the leading companies in the market for each country.

REASONS TO BUY

How large is the online retail market?

Which countries have the largest market?

How is the market forecast to perform?

What segments make up the market?

How has each segment performed?

Who are the leading companies in each country for this market?

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