

# Pakistan Online Retail Market to 2027

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## Abstracts

### Pakistan Online Retail Market to 2027

#### Summary

Online Retail in Pakistan industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

The online retail market is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.

The Pakistani online retail sector had total revenues of \$3.9 billion in 2022, representing a compound annual growth rate (CAGR) of 32.1% between 2017 and 2022.

The electrical & electronics retail segment accounted for the sector's largest proportion in 2022, with total revenues of \$1.9 billion, equivalent to 48.9% of the sector's overall value.

The growth in the Pakistani online retail sector is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, according to the State Bank of Pakistan, the consumer confidence index in Pakistan reached 36.7 in June 2023, up from 31.6 in July 2022.

## Scope

Save time carrying out entry-level research by identifying the size, growth, and leading players in the online retail market in Pakistan

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Pakistan

Leading company profiles reveal details of key online retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Pakistan online retail market with five year forecasts by both value and volume

## Reasons to Buy

What was the size of the Pakistan online retail market by value in 2022?

What will be the size of the Pakistan online retail market in 2027?

What factors are affecting the strength of competition in the Pakistan online retail market?

How has the market performed over the last five years?

Who are the top competitors in Pakistan's online retail market?

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