

# E-commerce in Middle East and Africa

September 2020

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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

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Saudi Arabia: competitive landscape

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Israel: competitive landscape

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