

# Retail in Transition: Future E-commerce Opportunities in the Middle East and Africa

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E-Commerce Emerges as the Default Setting

E-commerce saw continued ascension with double-digit growth in 2020

Digital growth in the Middle East and Africa driven by sophisticated markets

Case study: Majid Al Futtaim boosts Carrefour's digital capabilities

Category spotlight: consumer electronics led value growth in 2020

Case study: preparation meets opportunity for South Africa's Takealot

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How Shopping Behaviours Continue to Evolve

Path to purchase shows varying trends across categories

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Identifying E-Commerce Growth Opportunities

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Case study: Jumia opens logistics service to third parties not on network

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How to Win in the Middle East and Africa

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### About Euromonitor International

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