INTRODUCTION

About the report
Key findings

E-COMMERCE EMERGES AS THE DEFAULT SETTING

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

HOW SHOPPING BEHAVIOURS CONTINUE TO EvOLVE

How Shopping Behaviours Continue to Evolve
Path to purchase shows varying trends across categories
More consumers shopped via mobile across all categories
Consumer spotlight: Baby Boomers embrace digital purchases
Shopping behaviours also evolved in other ways as a result of the crisis
Subscription and loyalty to enable premiumisation and personalisation
Case study: Amazon launches Subscribe and Save in the UAE

IDENTIFYING E-COMMERCE GROWTH OPPORTUNITIES

Identifying E-Commerce Growth Opportunities
Identifying the markets most primed for sustained e-commerce growth
E-commerce growth possible through optimisation rather than expansion
Region holds pockets of growth despite infrastructure challenges
While Saudi Arabia stands out in the Gulf, Nigeria craves for attention
Case study: Jumia opens logistics service to third parties not on network
E-commerce market is expected to expand by USD1 trillion by 2025
Electronics, food and drink to drive growth over the forecast period
Case study: Noon diversifies services to fill market gaps

HOW TO WIN IN THE MIDDLE EAST AND AFRICA

How to Win in the Middle East and Africa
Three countries to watch in the MEA for e-commerce development
Key opportunities
Key challenges still to overcome
Key takeaways about e-commerce in the Middle East and Africa
Recommendations for how to win in retail’s digital-first era
What to consider when evaluating your e-commerce strategy
Learn more about how to win in the digital-first era

APPENDIX

About the survey methodologies
About the E-Commerce Readiness Model

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:
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- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.