

Retail E-Commerce in Saudi Arabia

March 2024

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Retail E-Commerce in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Saudi Arabia's e-commerce market is driving the growth of retail sector Ministry of Commerce lays out new reforms to improve the quality of service received by consumers when shopping online Competition heating up as Amazon opens new facility in Riyadh while Fawaz Alhokair Group launches Cenomi

PROSPECTS AND OPPORTUNITIES

Homegrown players expected to gain a stronger foothold in the market Growth of e-commerce forms part of Saudi Arabia's Vision 2030 E-commerce looks set for a bright future in Saudi Arabia

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