



# Mobile E-Commerce (Goods) in Pakistan

April 2022

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## Mobile E-Commerce (Goods) in Pakistan - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Mobile e-commerce continues to perform well in 2021, albeit at a slower rate than in 2020

Mobile e-commerce dominates e-commerce thanks to growing penetration of smartphone users

More entrepreneurs launch businesses via social media

#### PROSPECTS AND OPPORTUNITIES

Infrastructure improvements likely to attract growing number of consumers and retailers to mobile e-commerce in forecast period

Mobile e-commerce continues to benefit from businesses on social media

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