

# Mobile E-Commerce (Goods) in Saudi Arabia

March 2022

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## Mobile E-Commerce (Goods) in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Mobile now accounts for almost half of e-commerce (goods) value sales

Digital payment options continue to develop

Social media plays a key role in customer engagement

#### PROSPECTS AND OPPORTUNITIES

Mobile e-commerce will come to dominate e-commerce

Saudis will increasingly embrace smartphone payments

Live shopping and augmented reality

#### CHANNEL DATA

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## Retailing in Saudi Arabia - Industry Overview

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Retailing in 2021: The big picture

E-commerce is booming

Supermarkets the big pandemic winner among modern grocery retailers

Significant number of apparel and footwear specialist retail closures

What next for retailing?

### OPERATING ENVIRONMENT

Informal retailing

Opening hours

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