

MENA in Focus

Decoding Current eCommerce Apps Trends

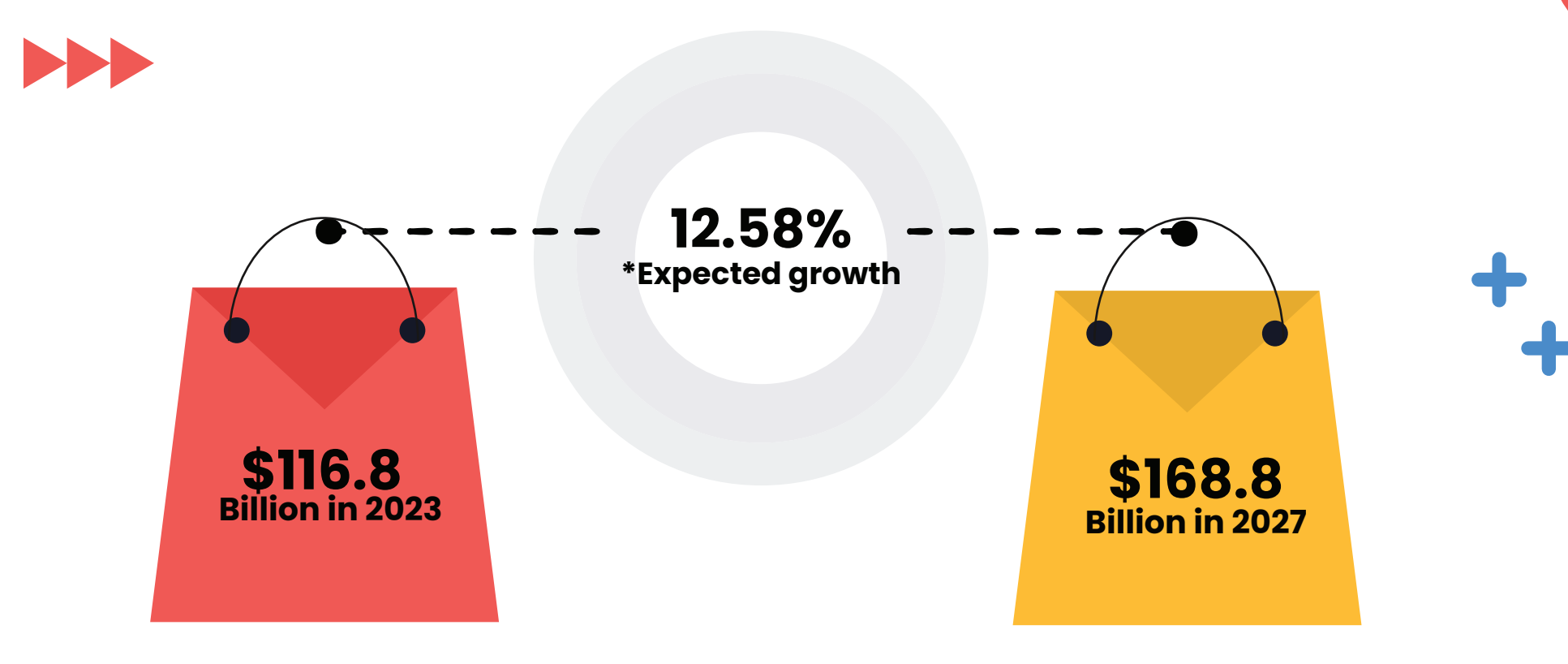


The Middle East and North Africa (MENA) region has emerged as a dynamic hub in the global eCommerce market. Its unique blend of cultures, coupled with a booming tech-savvy population, has fueled the rapid growth of online businesses.

Saudi Arabia, UAE, Egypt, Qatar, Kuwait, Israel, and Bahrain, the largest economies in the Arab world, collectively contributed to over 72% of the entire eCommerce market.



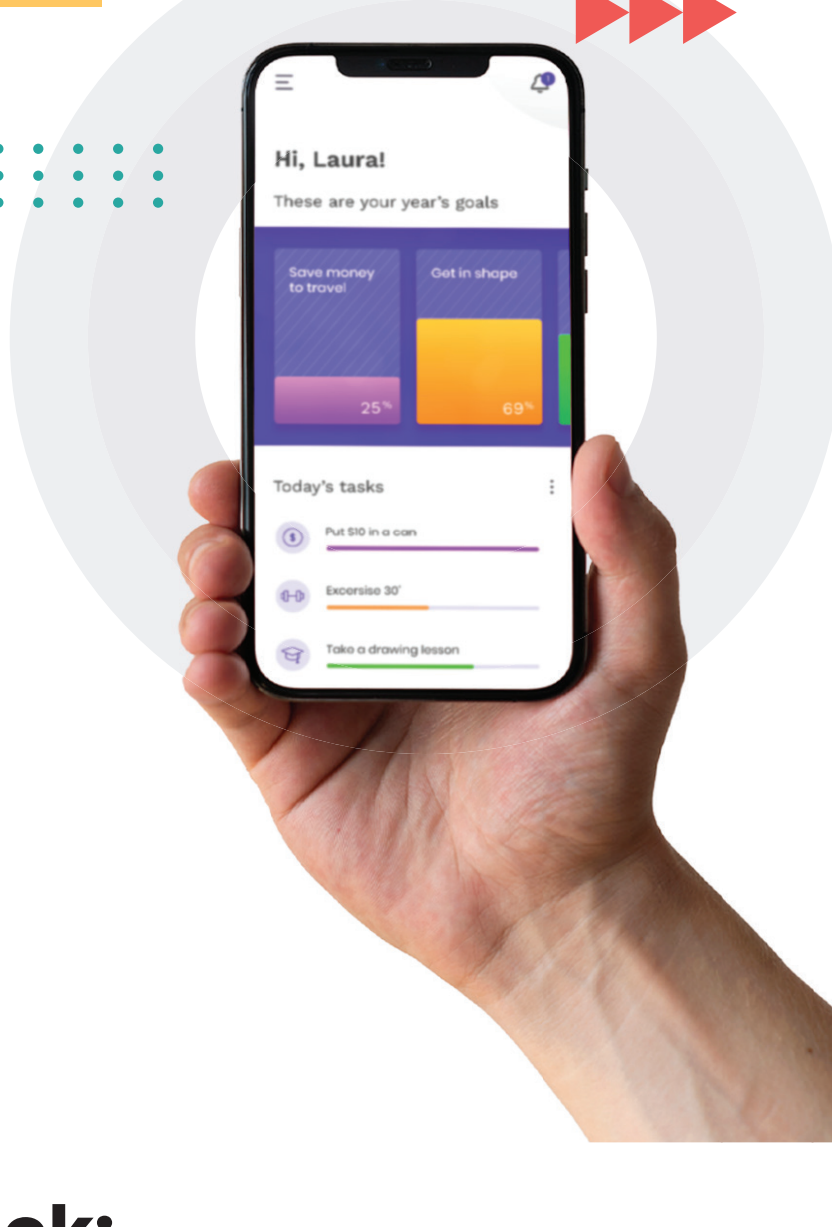
eCommerce Industry's Projected Growth



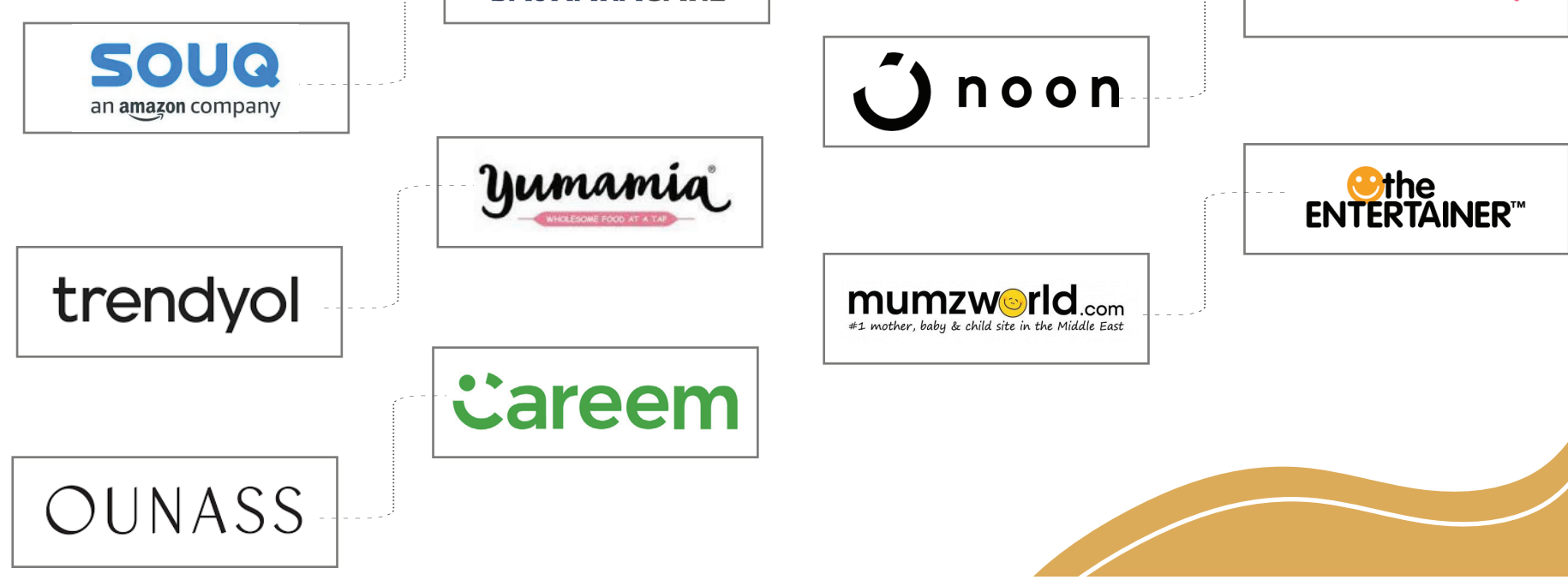
MENA consumers are digitally savvy and seek seamless shopping experiences. Factors like product quality, pricing, and online reviews heavily influence their purchasing decisions.

Mobile Dominance

Mobile commerce (mCommerce) constitutes a significant portion of online sales, with mobile apps being the preferred platform for shopping.



Leading the Pack: Top eCommerce Apps in MENA



Dominant Payment Methods

Cash on delivery remains a prevalent payment method, catering to customers' preference for paying upon delivery. Digital payment solutions like mobile wallets and online payment gateways are gaining momentum, providing convenience and security.



Advertising Spends



The MENA region's eCommerce landscape is a thriving ecosystem of innovation, offering immense opportunities for app-based businesses. With its mobile-first approach, evolving payment landscape, and diverse range of products, the region is poised for exponential growth in the coming years.

eCommerce Giants Riding the MAAS Platform's Growth Wave: Success Stories

Average Performance Metrics Decoded



Discover how our services can empower your app-based eCommerce venture in the MENA region.



- Identify the right channels for every step of app growth
- Get true value of ad spends
- Optimum insights in real-time

Connect with us today to learn more!

Sources: Businesswire, The National News, Virto Commerce, The Media Links and Statista