

Start Your E-Commerce Business

What Is E-Commerce



E-Commerce

is the process of ordering products / services
between two different parties,

B2B B2C C2C C2B





Online Shopping Trends Middle East

MARKET SIZE



The revenue of e-Commerce in **Middle East** exceeded **\$39 billion** (**\$1.7 trillion** globally) online sales in **2015**.

The ME online transactions are expected to surpass **\$45 billion** (**\$2 trillion** globally) in **2016**.

It's anticipated that by **2017**, the ME market size will reach to **\$51 billion across ME**.

Top Arab countries transacting online are:
UAE, KSA, Egypt & Kuwait.

population



88.4

Internet Users



48.3

Online Buyers



15.2

37% of internet users



population



27.7

Internet Users



18.3

Online Buyers



10.6

61% of internet users

population



9.4

Internet Users



8.8

Online Buyers



6.8

83% of internet users

population



4

Internet Users



3.1

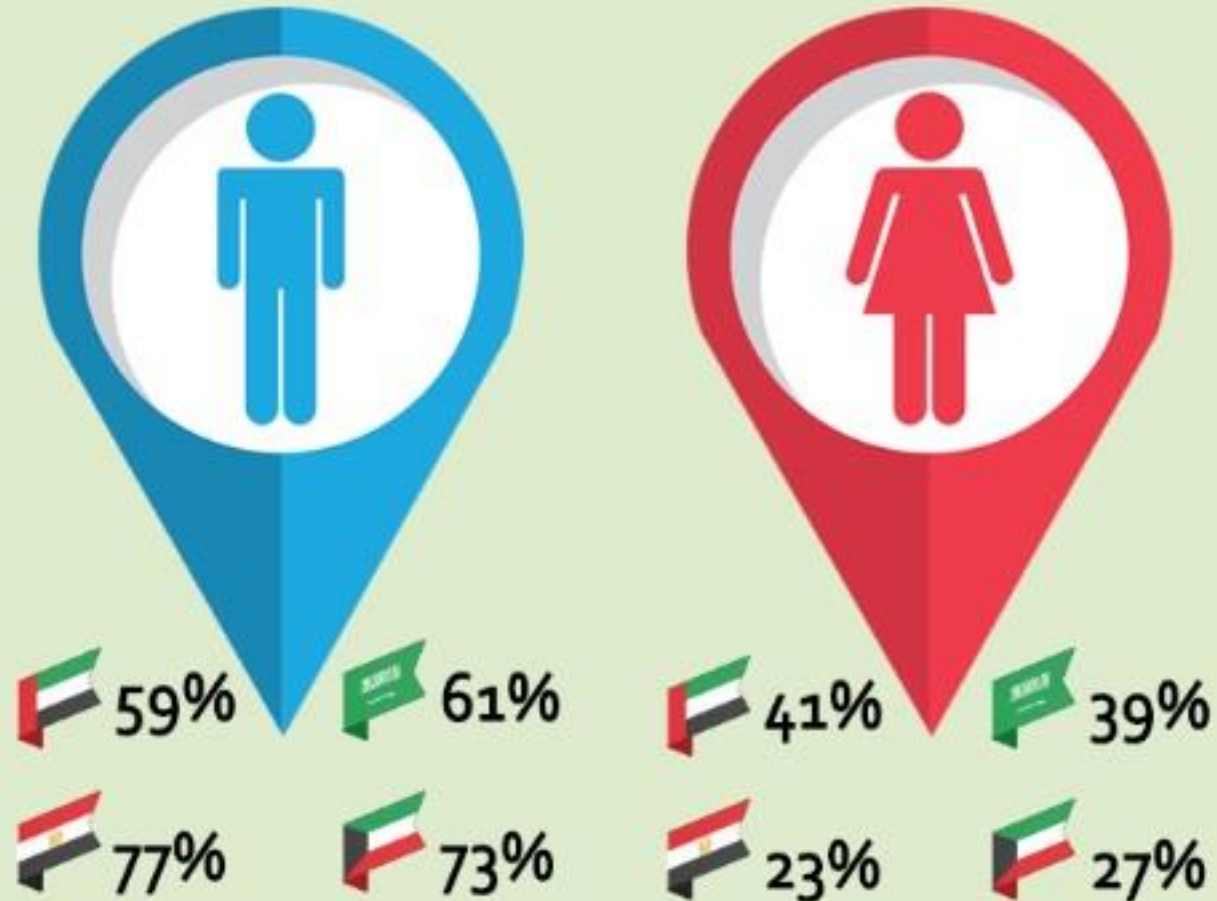
Online Buyers



2.4

92% of internet users

ONLINE BUYERS GENDER RATIO



WHERE BUYERS HANG OUT ON SOCIAL MEDIA?

combined average percentage of consumers from
UAE, KSA, Egypt & Kuwait



65%



25%



10%

INDUSTRIES



Percentage of online sales in **Top 7 products & services** consumers buy in the following **leading Arab countries**:



AIRLINE TICKETS

 64%

 39%

 22%

 62%



HOTELS & TOURS

 40%

 28%

 20%

 24%

3



EVENTS TICKETS



24%



6%



7%



11%



ELECTRONICS

 37%

 38%

 39%

 38%



BOOKS

 17%

 12%

 10%

 11%

6



CLOTHES & SHOES

 29%

 30%

 23%

 27%



TOYS & VID GAMES

 11%

 10%

 7%

 10%

72% of ME consumers made
their first online purchase within
the past two years.



53% of ME consumers prefer in-store shopping as they can “see, touch and try” the products.



53%

40% of Middle East consumers
have concern about the security
of online shopping.



85% of online consumers in Middle East would rather pay cash on delivery, while only **15%** opt to use their credit or debit card.

Cash on Delivery



Credit Card



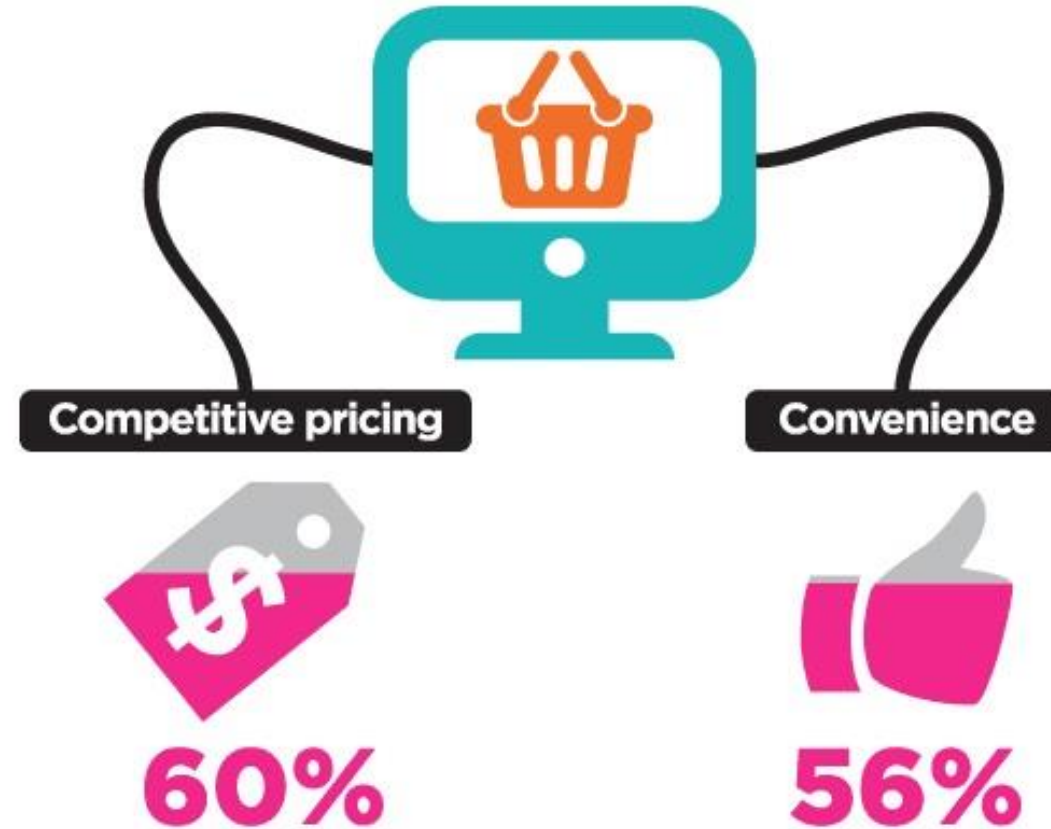
26-35 year-old in Middle East
make up at least **42%** percent
of online buyers.

26-35



42%

Key Motivation Factors For Users Shopping Online





The top motivating factors
to shop cross-border are:

**Free
shipping**



49%

**Safe ways
to pay**



49%

**Items, which
are not available
locally**



39%



The top barriers to shop cross-border are:

**Delivery /
shipping
costs**



49%

**Identify
theft / fraud**



47%

**Item would
not be as
described**



42%

TOP SHOPPING SITES



ADD TO CART

35,000,000+

online buyers in the
top Arab countries

Egypt



KSA

Career[®]
College
Where The Future Begins

SOUQ
.com

ebay

AliExpress[™]


Alibaba.com

UAE

Career[®]
College
Where The Future Begins



amazon.com[®]



GROUPON[®]

Kuwait

amazon.com[®]

Talabat
.com

x-cite.
by

SOUQ
.com

SOURCE

1. Pay Fort - State of Payments 2014 & 2015 reports
2. Global Web Index - We Are Social 2015 report
3. eMarketer - eCommerce Worldwide 2015 forecast

Why you should Think about starting your E commerce website

Internet Users

Online buyers

2010

15% of population

1.5% of population

2012

31% of population

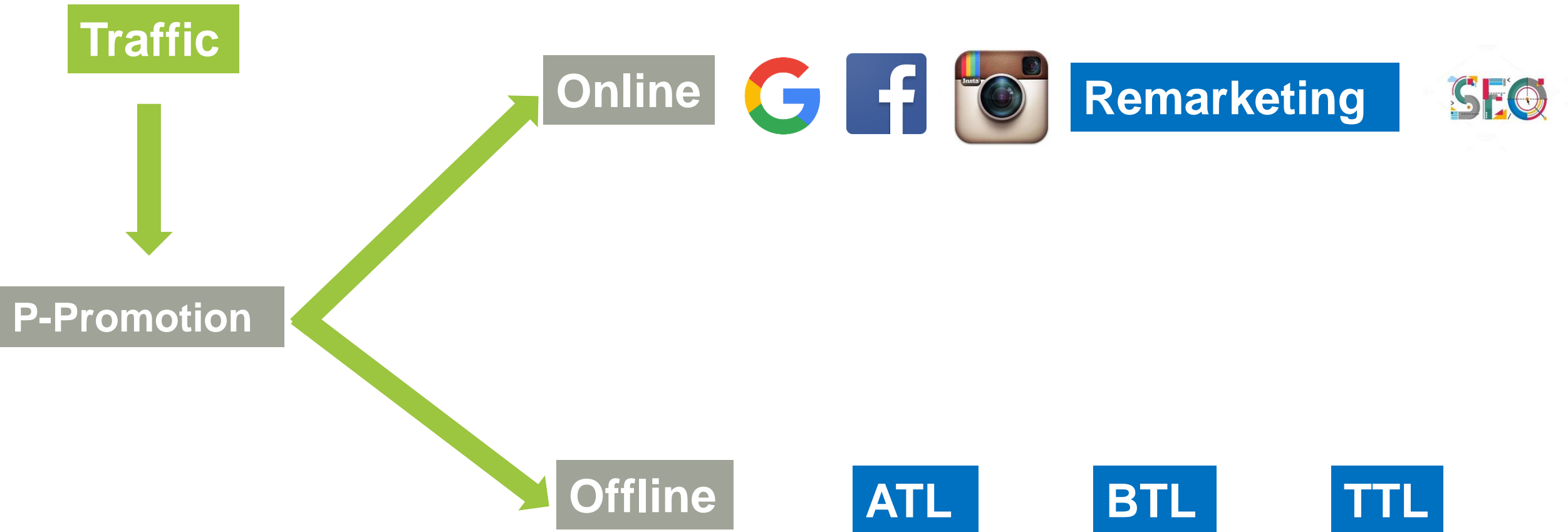
4.5% of population

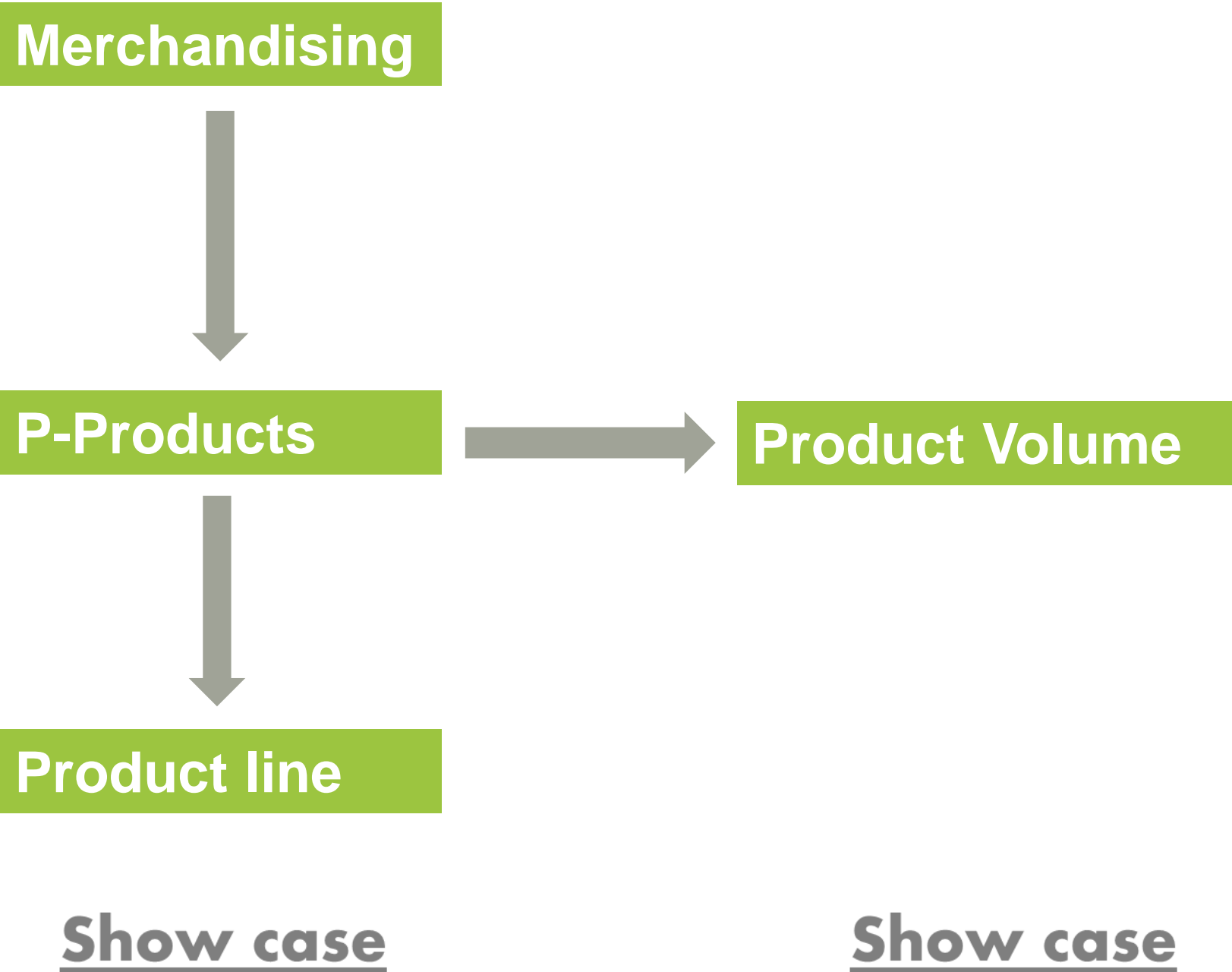
2016

50% of population

10% of population

Four Factors you should consider in E commerce business





Payment Methods



P- price



Show case

Show case



Show case

Reference



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NAMSHI

JUMIA 



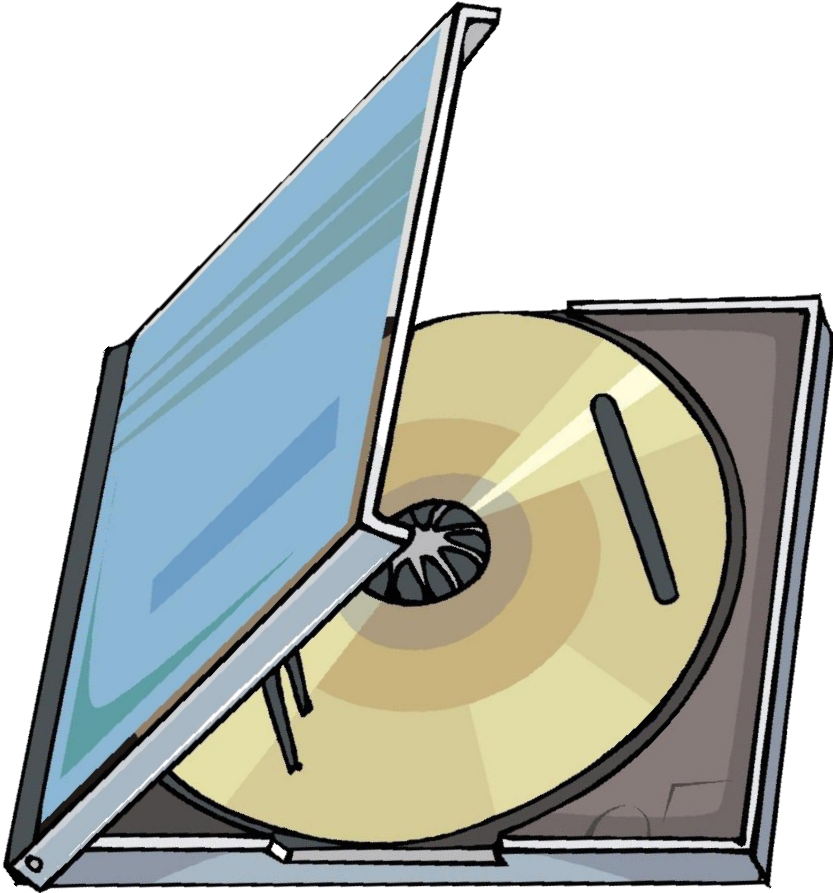
Tasks

1-Logo (Design)

2-slogan

3-E Commerce Website URL

4-Personal Presentation-MM- Power Point



DvD: {ID NO - Name}

Extension: {AI – URL Website}