

E-Commerce Analysis

UAE Market Focus

Background

This analysis is conducted to demonstrate some key insights into the E-Commerce websites that primarily work well in the UAE and more generally in the GCC.






Questions

1. What are the E-Commerce websites that do well in the GCC?
2. What are things that these E-Commerce websites have in common with one another?

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Ranking of E-Commerce Websites

Ranking	Platform	Monthly Views	Year Established	Products/Services
1		7.4M	2005	electronics, apparels
2		605K	2005	marketplace for cars
3		516K	2011	apparels, homewear
4		100K	2014	apparels
5		4.4K	2016	women apparels, accessories

This is a reduced list of the e-commerce websites. There are many other commercial websites that drive a lot of traffic such Awok with monthly views of 290K a month, however the prices of those items are extremely low, and the target market is very much mas low-income earners. Each of the aforementioned platforms will be compared in terms of the following:

- User Experience
- Features
- Categorisation
- Checkout
- Product (feature listings and delivery)
- Promotions
- Affiliate Advertising
- Social Media

All information is on this page from the following blog post dated 22/07/2016: <https://www.fmeextensions.ae/blog/ecommerce-sites-uae-middle-east-dubai/>