

OVERVIEW OF E-COMMERCE IN THE MIDDLE EAST

By Mohammad Hijazi

 @mhijazi



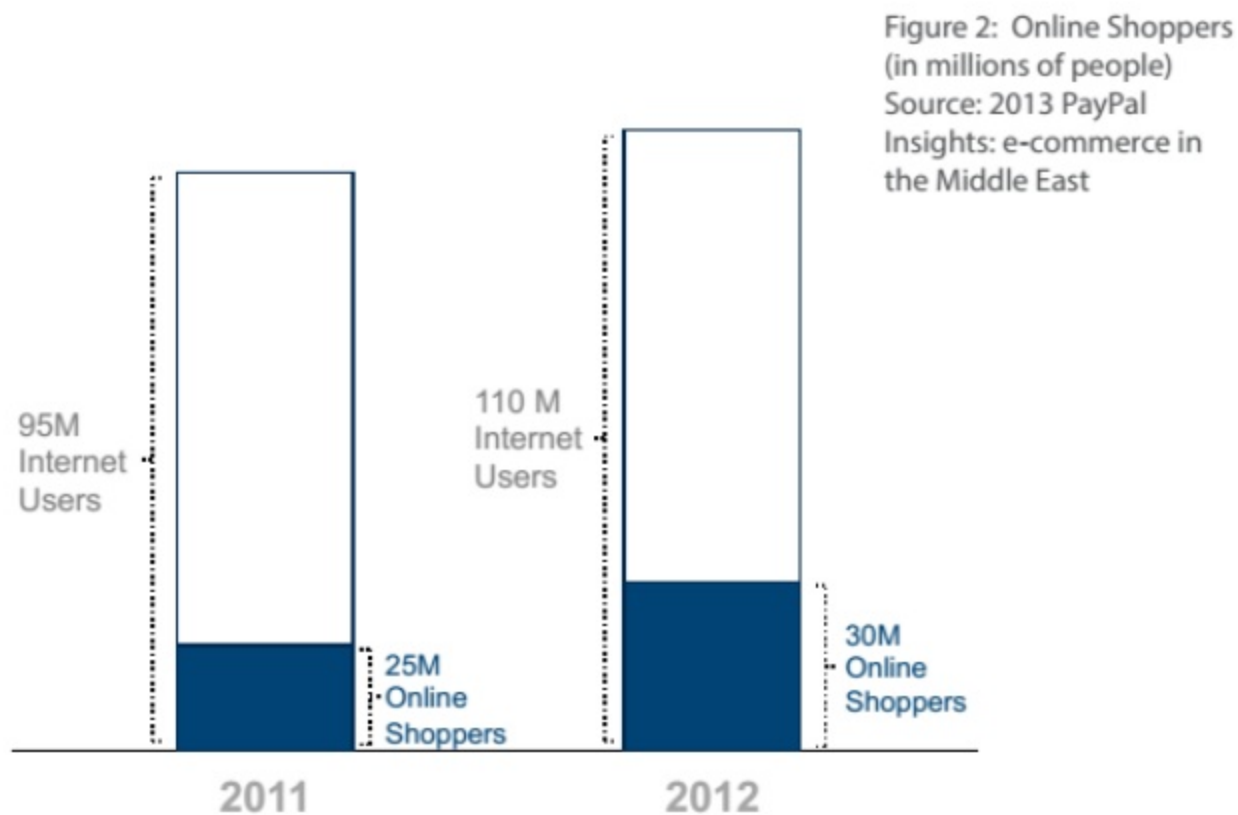
WHAT IS E-COMMERCE?

E-commerce is a type of industry where the buying and selling of products or services is conducted over electronic systems such as the Internet.

INCENTIVES TO BUY ONLINE

- Comparison shopping
- Wider selection
- Better prices
- Reviews from other shoppers
- Saving effort & time

MENA E-COMMERCE MARKET



Source: Paypal

E-COMMERCE PENETRATION IN KEY COUNTRIES



Source: ipsos

E-COMMERCE POPULARITY IN THE REGION

	E-Commerce usage in the past 6 months	UAE	KSA	Kuwait	Lebanon	Egypt
E-banking	Money transfer	43%	33%	52%	49%	31%
	Balance checking	38%	37%	52%	12%	16%
	Paying bills	43%	45%	13%	26%	36%
Booking online	Airline tickets	54%	23%	34%	18%	12%
	Cinema tickets	27%	6%	13%	4%	15%
	Hotel reservation	9%	12%	5%	6%	9%
	Car rental	3%	9%	1%	7%	3%
	Other types of bookings	4%	9%	5%	5%	3%
	Selling items or and services	3%	2%	2%	7%	4%
	Purchasing items or and services	6%	10%	19%	16%	5%
	Auctions	2%	6%	2%	5%	35%

Source: ipsos

TOP E-COMMERCE WEBSITES

(RANKED BASED ON AVG. MONTHLY INTERNET REACH)



UAE

souq.com		20%
cobone.com		13%
amazon.com		11%
Markavip.com		9%



KSA

souq.com		13%
sukar.com		8%
namshi.com		7%
Markavip.com		5%



Jordan

markavip.com		9%
amazon.com		6%
alibaba.com		4%
ebay.com		2%



Egypt

souq.com		10%
jumia.com		7%
alibaba.com		4%
amazon.com		4%

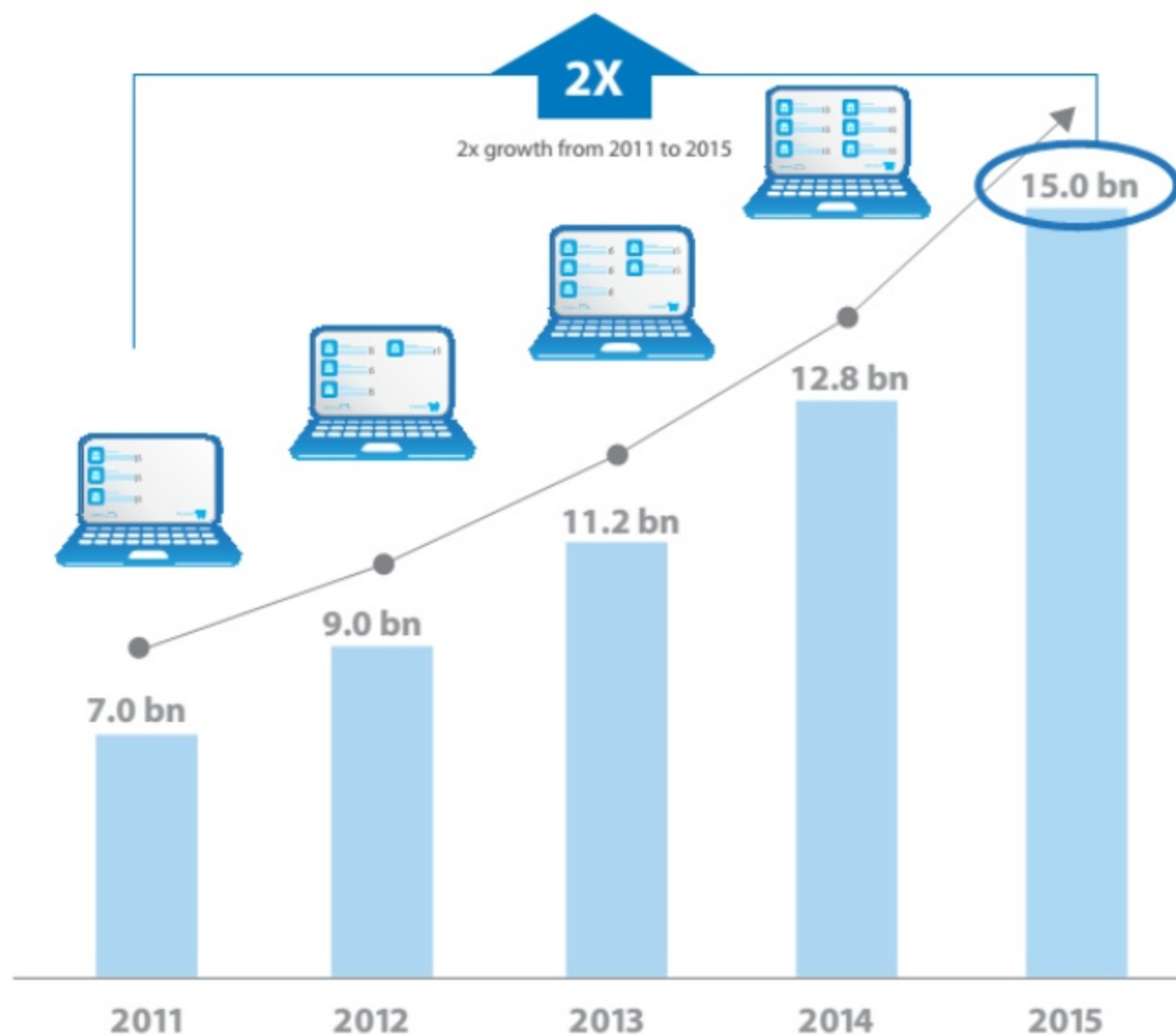
Source: ipsos

TOP PRODUCTS PURCHASED ONLINE



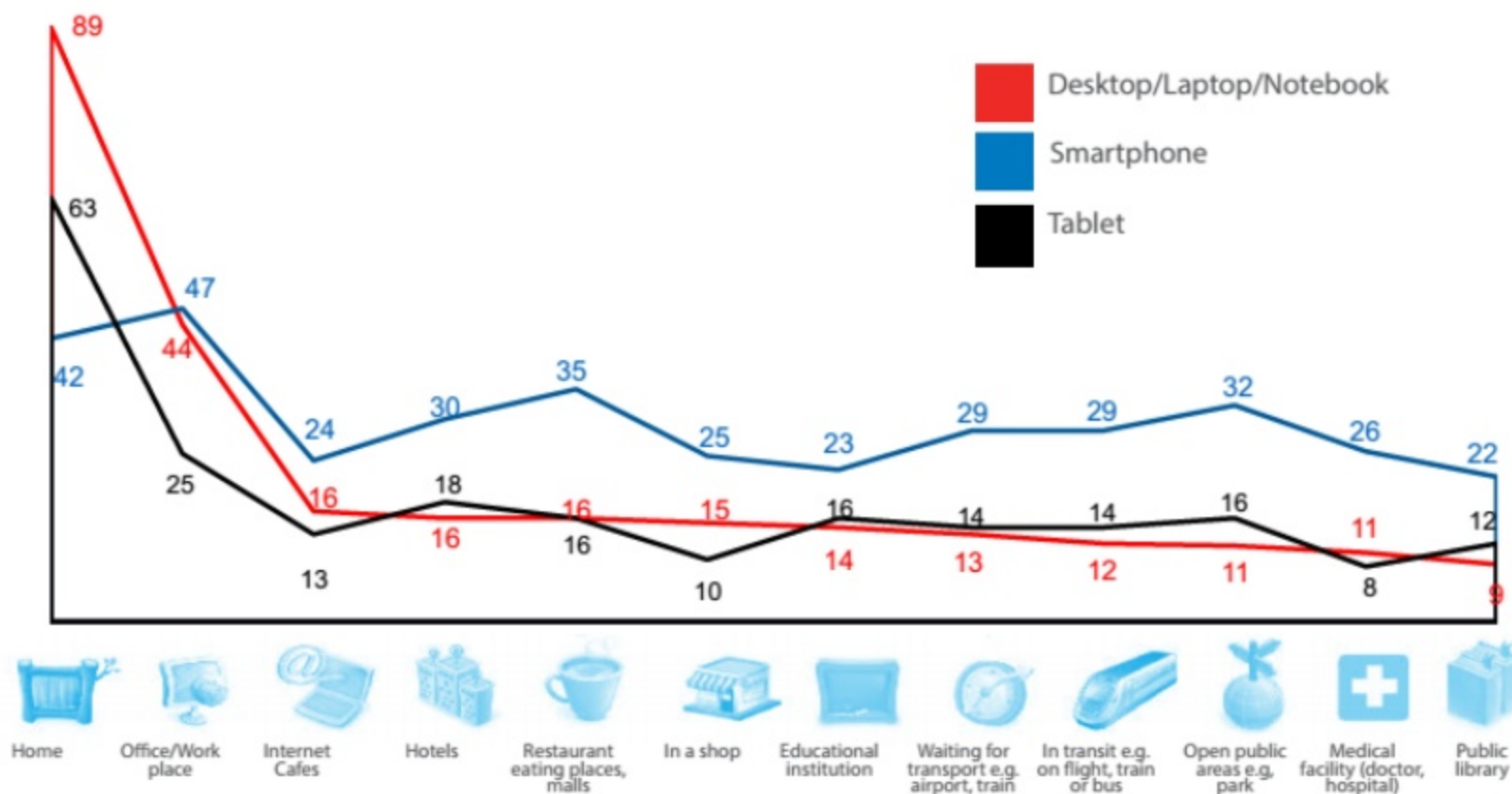
Source: ipsos

MENA E-COMMERCE MARKET



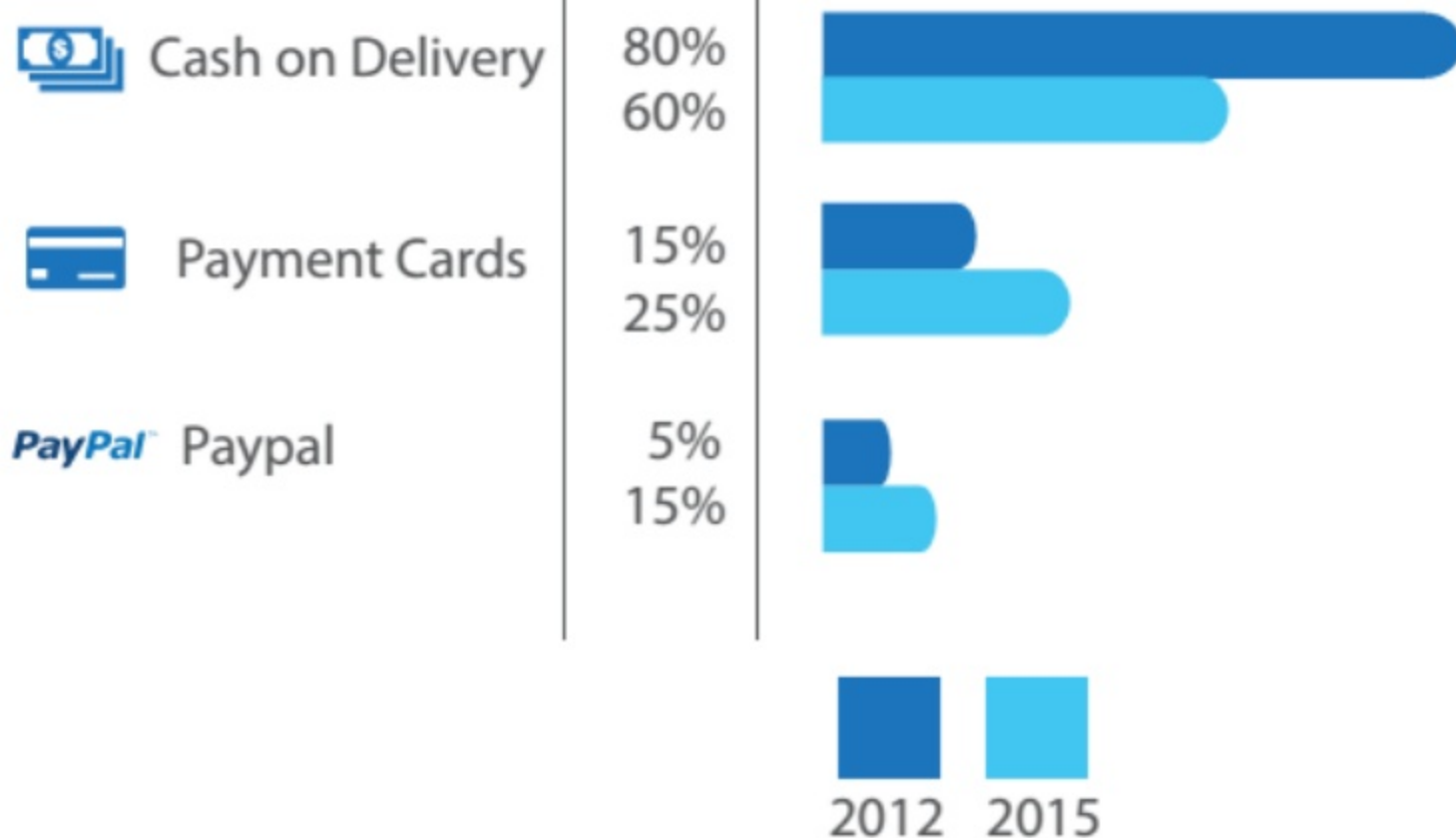
Source: Paypal

WHERE ARE THEY MAKING THEIR PURCHASES FROM?



Source: Paypal

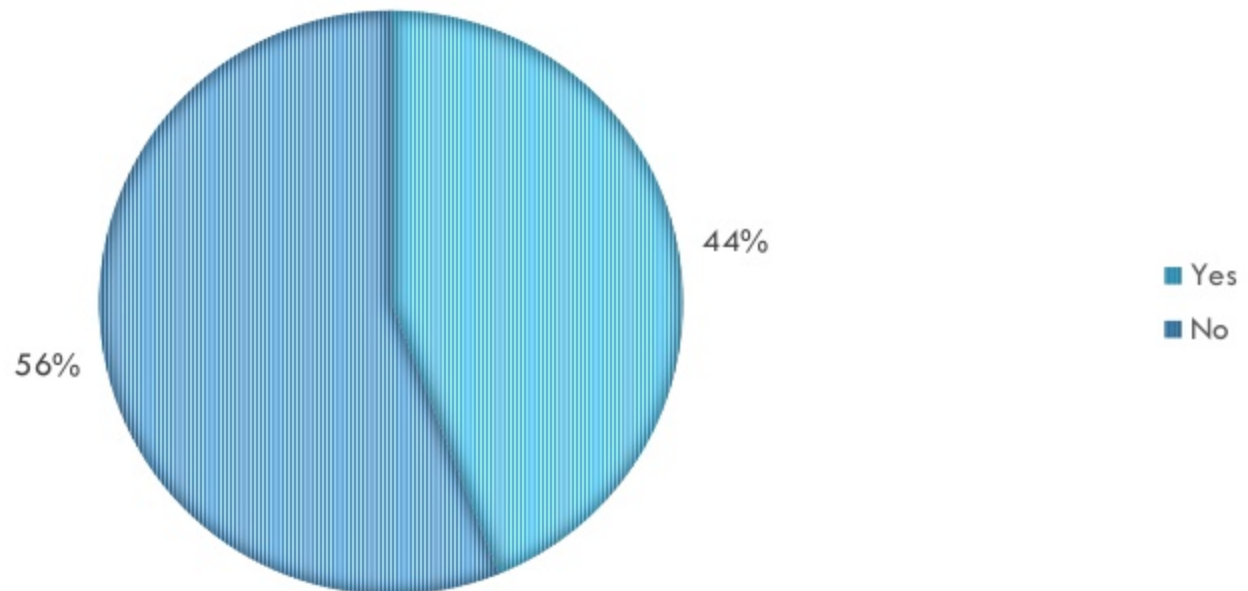
PAYMENT METHODS



Source: Paypal

STUDY IN LEBANON

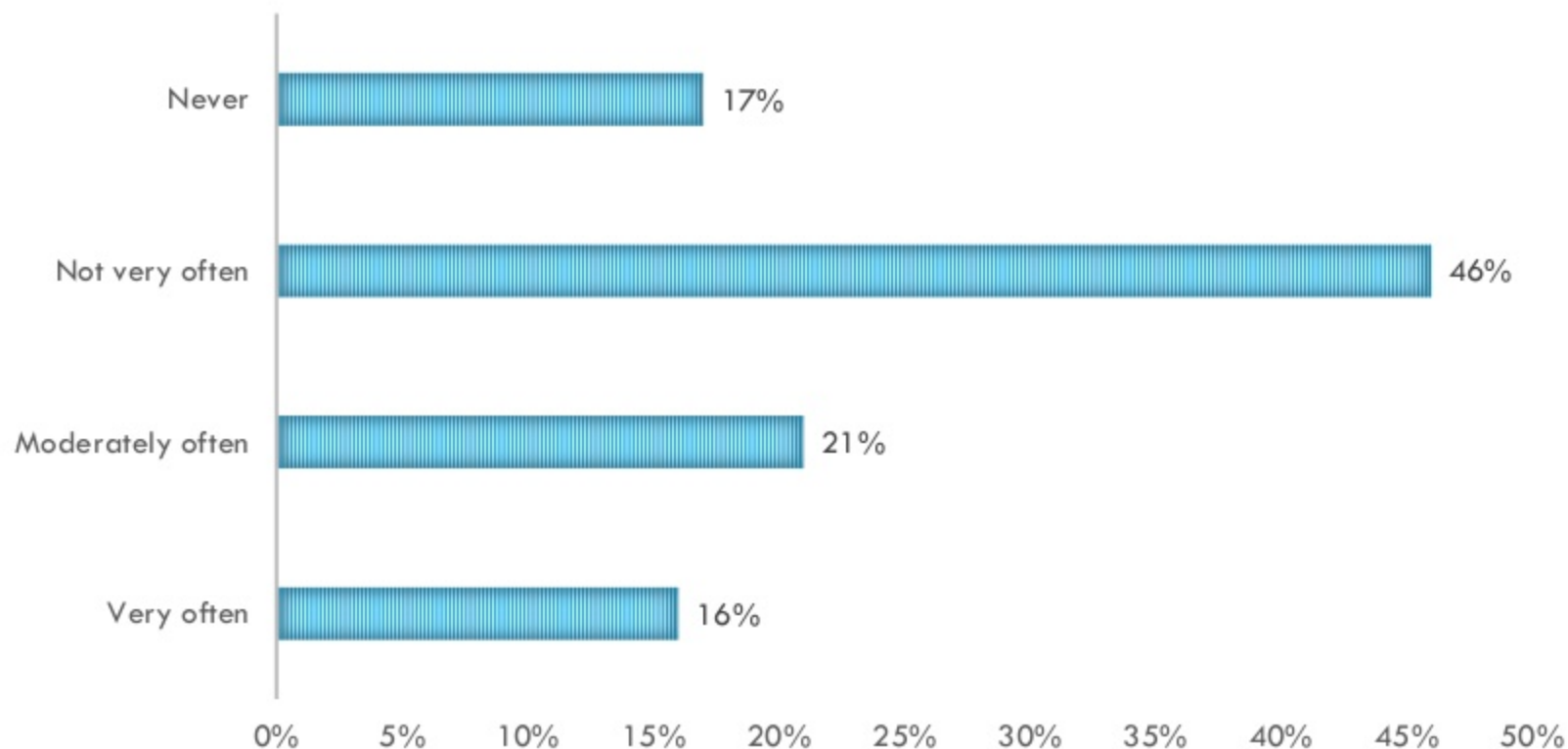
ARE YOU GENERALLY AFRAID OF BUYING
ONLINE?



Source: Cloud961

STUDY IN LEBANON

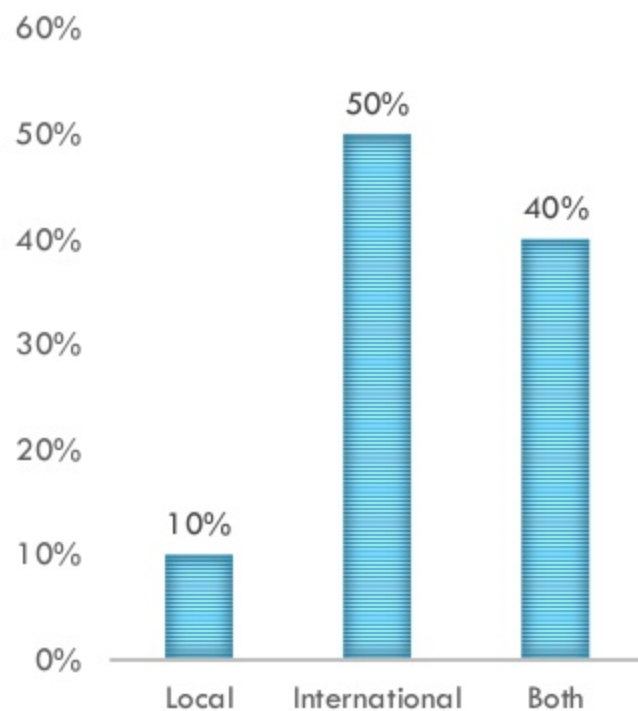
HOW OFTEN DO YOU PURCHASE ONLINE?



Source: Cloud961

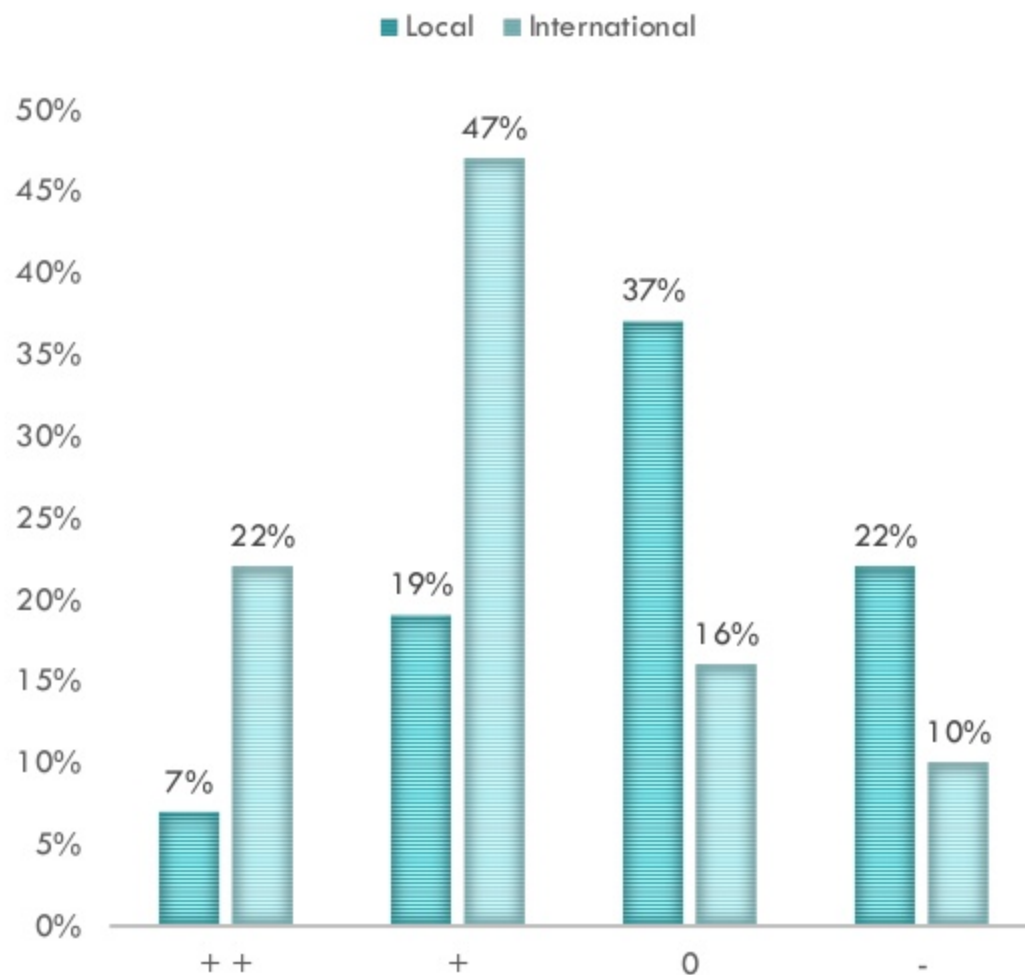
STUDY IN LEBANON

SOURCE OF GOODS



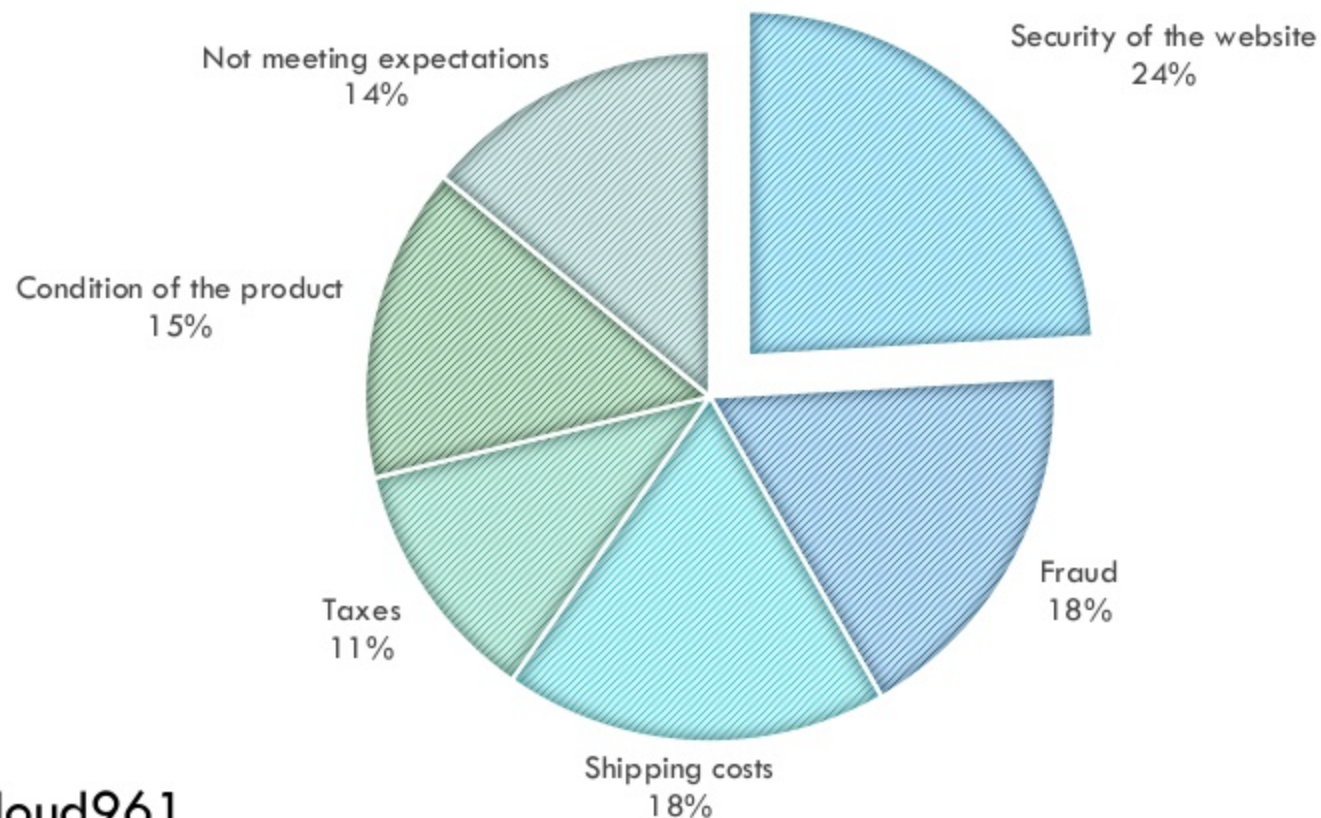
Source: Cloud961

CONFIDENCE



STUDY IN LEBANON

FACTORS THAT DETER USERS FROM BUYING ONLINE



Source: Cloud961

WEBSITE SECURITY IN LEBANON

Hacker was easily able to:

- Get free plane tickets from **Middle East Airlines (MEA)**, only one that responded to hacker's warning
- Get free movie tickets from **VOX** and **Grand Cinemas**
- Change user type to "administrator" on **Scoopcity**
- Download **Maguy Farah's book** for free
- Hacking **Bank Audi's Online Payment** (used by most companies in Lebanon)

SOCIAL E-COMMERCE

On Facebook

LEBANON
Trading Market

Like us on FACEBOOK
[FACEBOOK.COM/OUIDEAL.LB](https://www.facebook.com/OUIDEAL.LB)

Not Allowed Posts:

- Advertising Group / Page
- Fake / Chinese Mobiles
- Weapons / Illegal Items
- Off-Topic / Impolite
- Selling Animals

Creator: Bilal Merhi & Admins

Buy & Sell In Lebanon Members Events Photos Files Notifications Create Group

Write Post Add Photo / Video Ask Question Add File

Write something...

PINNED POST

Elmaestro Weddingplanner Mohammad Ghalayini
April 30 at 7:48am
<https://www.facebook.com/Elmaestroweddings>

El MaEsTrO Weddings
Arts/Entertainment/Nightlife · 8,639 Likes

Like Page

Like · Comment · Share · 17 3

RECENT POSTS

Salman Zein
4 hrs

For Sale:
Range Rover vogue
2003
120000 km

ABOUT 186,513 members

Open Group

It's a Group Created :

To Help People Advertise Their own Items.
To Help People sell Their Own ... See More

186,513 members (6,000+ new) · Invite by Email

Add People to Group

SUGGESTED GROUPS See All

Buy & Sell In Lebanon
Ranine A. Harb and 8 other friends joined
Join

BUY & SELL ~ Cars , Phones , Real...
Joseph Trak and 2 other friends joined
Join

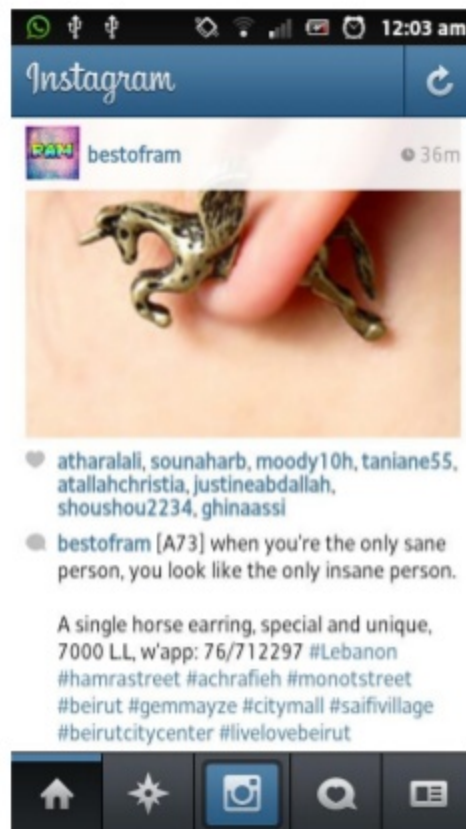
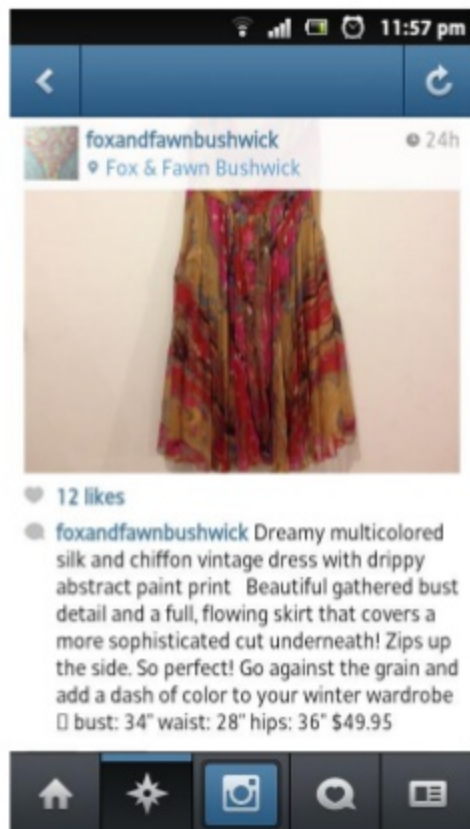
LEBANON ATV GROUP
Marwan Ammoun and Nader Abdennabi joined
Join

Buy & Sell CARS - Lebanon
Nathalie Eid Habchi and 4 other friends joined
Join

Stephanie-Fahed
258,812 members
Join

SOCIAL E-COMMERCE

On Instagram



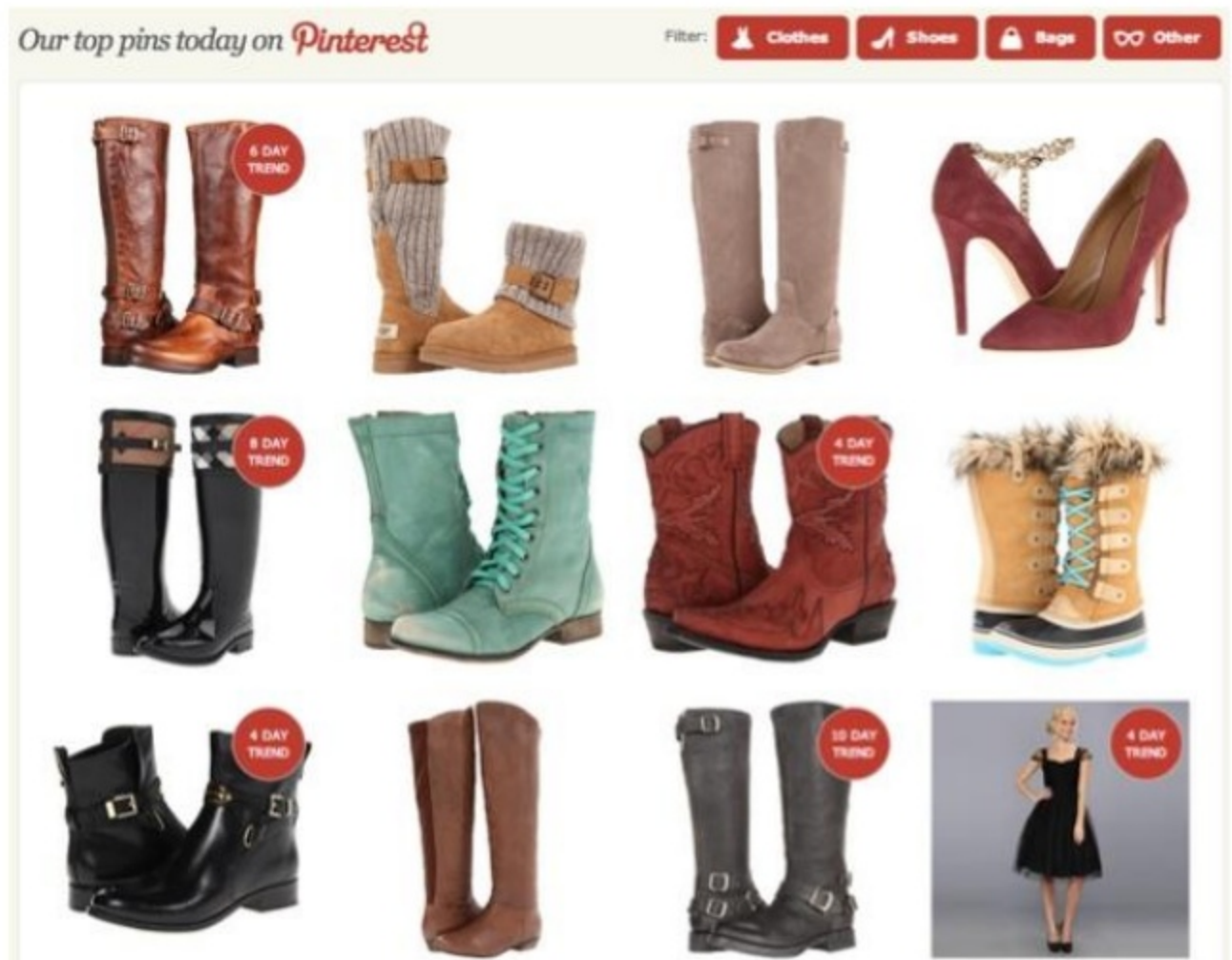
25 likes

poshlittlek 20% OFF on orders over \$30 TODAY at www.PoshLittleK.com



SOCIAL E-COMMERCE

On Pinterest



BRANDS ARE TRYING TO BUILD CONSUMERS' TRUST FOR E-COMMERCE

Fits.me introduces a virtual fitting room where users enter their exact measurements and get the feeling of how the clothes will look on them.

