

RetailX Middle East Region Report 2022

The RetailX Ecommerce Report series offer a retail-focused overview of the state of commerce in key countries and regions, blending data from ecommerce and trade associations with national and government data, our own research and other sources.

The countries of the Middle East represent a diverse region of fast growing ecommerce markets with differing levels of maturity and unique business considerations. Six countries – Iran, Israel, Qatar, Saudi Arabia, Turkey, United Arab Emirates – highlight the similarities and differences of the region. For more insights, download the full report at: <https://internetretailing.net/reports/retailx-country-reports/the-middle-east-2022-ecommerce-country-report/>



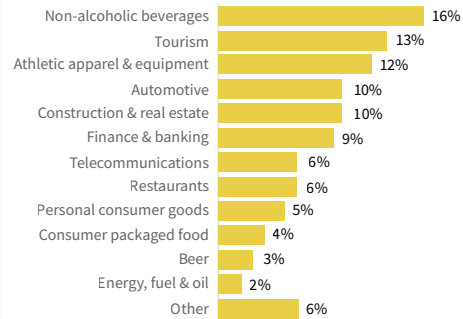
\$4,350

average annual online spend by consumers in Qatar, the highest in the region

\$26.11bn

value of Turkey's ecommerce market, the largest in the region

Sponsorship spending on the FIFA World Cup 2022, by category

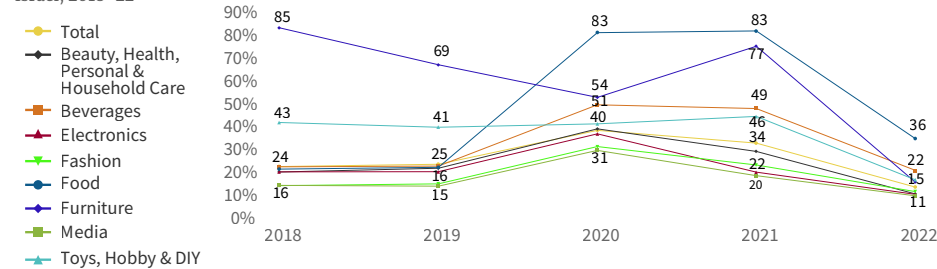


Note: Research conducted Jan 2022
Source: Nielsen



Annual change in revenue for the online ecommerce market (%)

Israel, 2018-22



Source: Statista



Sources of brand discovery

UAE, 2022

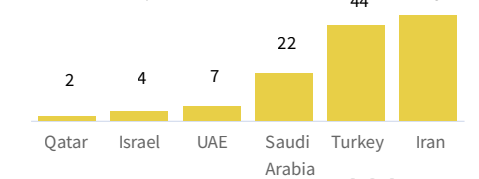


Source: We are social, Kepios. Accessed via Datareportal



Number of e-shoppers (in millions)

Middle East, 2022



Source: Statista



6%

of web traffic to Iran's leading retailers comes from outside of the country

70%

of consumers in the UAE prefer to shop on smartphones

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