

GCC E-Commerce Market Report 2024-2032, Industry Trends, Segmentation and Forecast Analysis

BROOKLYN, NY, USA, February 21, 2024 /EINPresswire.com/ -- According to IMARC Group, the [GCC e-commerce market size](#) is projected to exhibit a growth rate (CAGR) of 9.26% during 2024-2032.

The report has segmented the market by type (home appliances, apparel, footwear and accessories, books, cosmetics, groceries, and others), transaction (business-to-consumer, business-to-business, consumer-to-consumer, and others), and country.



GCC E-Commerce Market Latest Report 2024-2032

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What is the GCC E-Commerce Market

The GCC e-commerce market is experiencing significant growth, primarily driven by the increasing penetration of the internet and the rising smartphone usage by the population across the country. Furthermore, the inflating adoption of online shopping platforms is further catalyzing the market growth.

Additionally, the rising consumer inclination towards e-commerce for purchasing both essential and non-essential goods is further propelling the market growth across the GCC. Besides this, individuals in the country are increasingly using international websites, owing to their improved logistics and payment options, which is further driving the market growth.

GCC E-Commerce Market Segmentation:

Breakup by Type Insights:

- Home Appliances
- Apparel, Footwear and Accessories
- Books
- Cosmetics
- Groceries
- Others

The report has provided a detailed breakup and analysis of the market based on the type. This includes home appliances, apparel, footwear and accessories, books, cosmetics, groceries, and others.

Breakup by Transaction Insights:

- Business-to-Consumer
- Business-to-Business
- Consumer-to-Consumer
- Others

A detailed breakup and analysis of the market based on the transaction has also been provided in the report. This includes business-to-consumer, business-to-business, consumer-to-consumer, and others.

Breakup by Country Insights:

- Saudi Arabia
- UAE
- Qatar
- Bahrain
- Kuwait
- Oman

The report has also provided a comprehensive analysis of all the major regional markets, which include Saudi Arabia, the UAE, Qatar, Bahrain, Kuwait, and Oman.

GCC E-Commerce Market Trends:

Furthermore, the GCC e-commerce market is also propelled by various innovative trends, such as the elevating integration of advanced technologies like AI and AR/VR to enhance the shopping experience. They are extensively used for personalized recommendations, virtual try-ons, immersive product displays, etc., which significantly improve customer engagement and satisfaction. In line with this, the inflating popularity of fintech solutions, including digital wallets and contactless payments, as they make online transactions more secure and convenient, is also

acting as another significant growth-inducing factor.

Additionally, the launch of favorable initiatives across the GCC to support digital infrastructures and foster a conducive environment for the growth of the e-commerce industry is further fueling the market growth. These trends, along with the extensive R&D activities by key players, are expected to propel the market growth in the coming years.

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- COVID-19 Impact
- Porters Five Forces Analysis
- Value Chain Analysis
- Strategic Recommendations

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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