



Global E-Commerce Intelligence  
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**SAUDI ARABIA B2C E-COMMERCE MARKET 2018**

**SAMPLE REPORT**

PUBLICATION DATE: JANUARY 2018

# PREFACE

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# GENERAL METHODOLOGY OF MARKET REPORTS

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## Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources. Our reports are based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

## Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

## Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

## Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

## Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used. In the Management Summary, the average exchange rates of the past 12 months were also used.

# METHODOLOGY OF THE CURRENT REPORT



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## Report Coverage

- This report covers the B2C E-Commerce market in the Kingdom of Saudi Arabia. A broad definition of retail E-Commerce used by some original sources cited in this report might include both B2C and C2C E-Commerce.
- The report contains relevant information about international comparisons, market trends, B2C E-Commerce sales and shares, Internet users and shoppers, products, payment methods, delivery and players.

## Report Structure

- The report starts with an overview of the B2C E-Commerce market and international comparisons, where the relevant country is compared to other countries in the region in terms of criteria relevant to E-Commerce.
- Next, the “Trends” section includes an overview of market trends, such as M-Commerce and cross-border online shopping.
- The section “Sales & Shares” covers the development of retail B2C E-Commerce sales and E-Commerce’s share of total retail sales.
- In the “Users & Shoppers” section, information about Internet penetration and online shoppers is included.
- Afterwards, the section “Products” shows the leading product categories purchased online.
- The next section, “Payment”, covers the payment methods most used by online shoppers.
- Furthermore, the “Delivery” section covers information related to delivery in B2C E-Commerce.
- Finally, the “Players” section includes information about the leading B2C E-Commerce companies, including a ranking of top online shopping website by share of visitor traffic.

# DEFINITIONS

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## The following expressions and definitions are used in this market report\*:

- B2C E-COMMERCE**

the sale of products (and services) through electronic transactions via the Internet from businesses to consumers (B2C). A broader definition of retail E-Commerce applied by some sources also includes consumer-to-consumer (C2C) sales.
- E-COMMERCE SALES**

the total sales generated either on the E-Commerce market in a certain country or region, or the total sales generated through E-Commerce by a player on the market.
- M-COMMERCE**

M-Commerce, also called “Mobile Commerce”, means the sale of products (and services) through electronic transactions via mobile devices, such as mobile phones, tablets and smartphones.
- CROSS-BORDER B2C E-COMMERCE**

the sale of goods (and services) directly to consumers in other countries, with orders delivered from the country where the foreign shop is based or from a central logistics facility, i.e. across the country’s borders. Both B2C and C2C transactions might be included in the definition of retail cross-border E-Commerce.
- SOCIAL COMMERCE**

the use of social media in E-Commerce transactions, where social networks and other social media platforms assist the selling and buying of products and services online.
- INTERNET USERS**

the total number of inhabitants in a certain country that regularly accesses the Internet.
- ONLINE SHOPPERS**

the total number of inhabitants in a certain country or region that participates in B2C E-Commerce.
- E-COMMERCE MARKETPLACE**

platforms where third-party merchants (B2C) or individuals (C2C) can sell their digital or physical products online whereas the marketplace operator acts as an intermediary.

Note: \*the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

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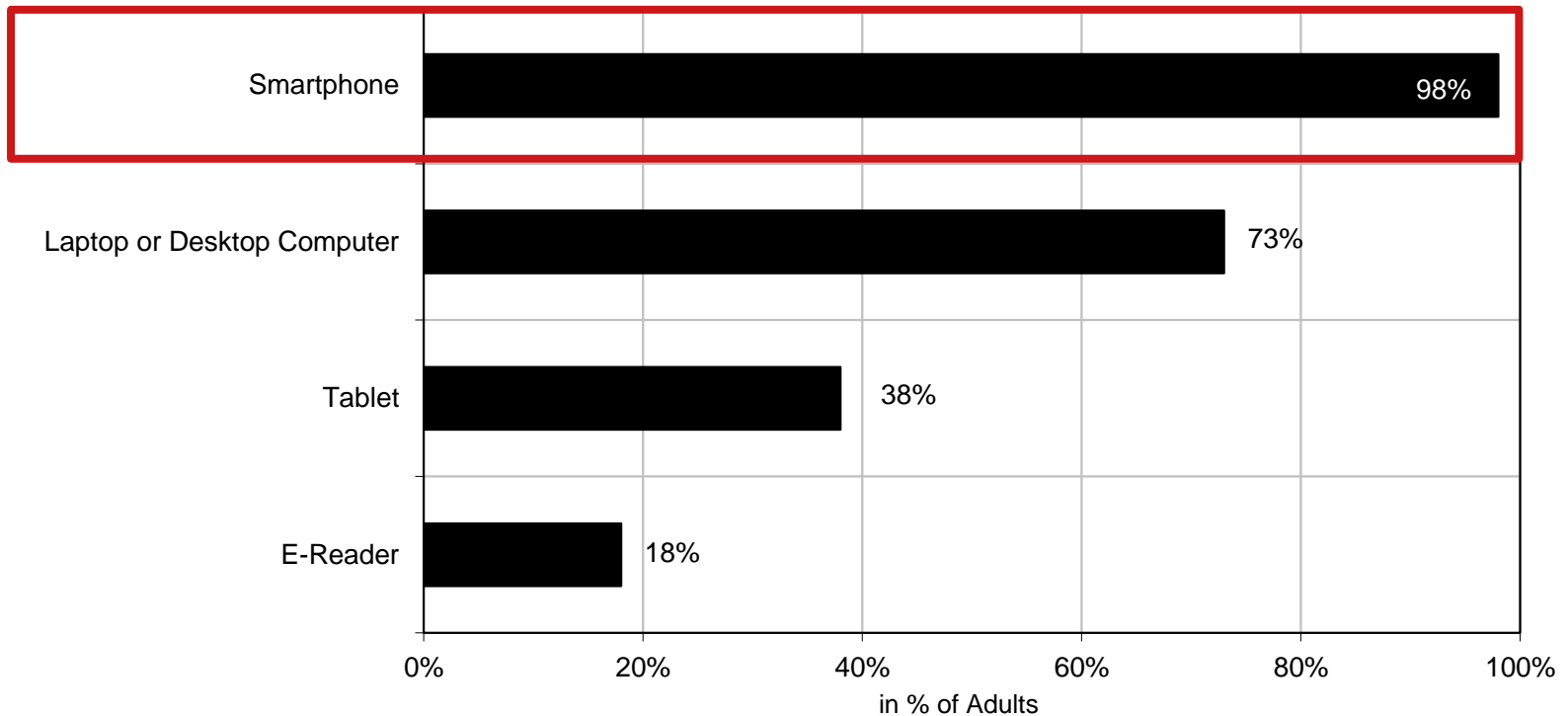
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## “Smartphone” (98%) was the most common device used by adult population in the UAE to access the Internet, as of March 2017.

UAE: Devices Used to Access the Internet, in % of Adults, March 2017



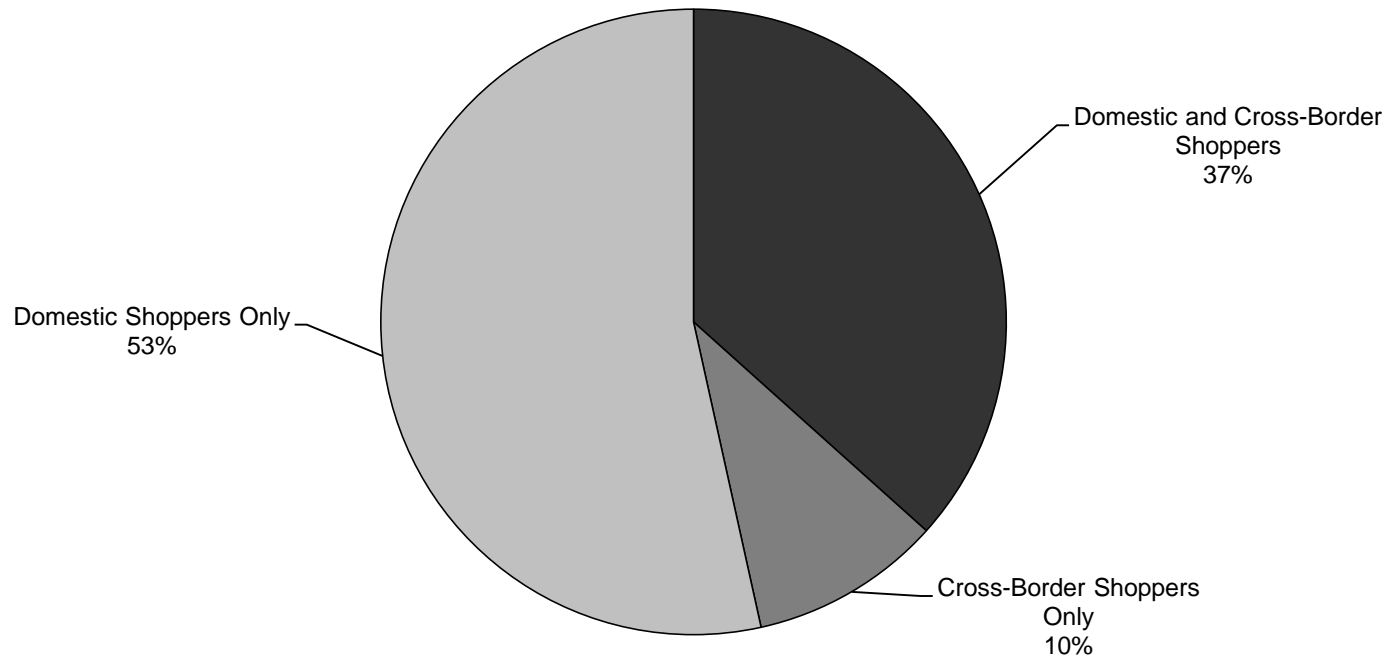
Note: does not add up to 100% due to multiple answers possible

Survey: based on a survey of 1,013 individuals in the UAE, ages 18+, including 481 nationals and 532 non-nationals, male (53%) and female (47%) respondents, conducted via face-to-face interviews between February 1 and March 29, 2017; margin of sampling error +/-3.6 percentage points

Source: Northwestern University in Qatar, Harris Poll, Pan Arab Research Center (PARC), 2017

## 37% of online shoppers in the UAE purchased both domestically and cross-border, while 10% shopped exclusively on foreign sites, in 2016.

UAE: Breakdown of Online Shoppers by Domestic Shoppers Only, Domestic and Cross-Border Shoppers, and Cross-Border Shoppers Only, in %, October 2016



Note: may not add up to 100% due to rounding

Survey: based on a survey of 28,000 Internet users in 32 markets, conducted between August and October 2016; the number of online shoppers surveyed in the UAE was 550, of whom 208 were cross-border shoppers; question asked: "Thinking about shopping online, which of the following countries or regions' websites have you purchased from in the previous 12 months?"

Source: PayPal, Ipsos, November 2016



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