SAUDI ARABIA B2C E-COMMERCE MARKET 2019
GENERAL INFORMATION

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MOBILE SHOPPING DRIVES THE GROWTH OF SAUDI ARABIA'S B2C E-COMMERCE MARKET

Saudi Arabia is a regional leader in B2C E-Commerce sales volume. Saudi Arabia combined with regional second place UAE together account for more than two-thirds of total online retail revenues in the Middle East and North Africa, according to latest statistics cited by yStats.com. However, when compared to the most advanced B2C E-Commerce markets in the world, such as the USA, the UK and China, Saudi Arabia's online retail still has significant room for growth. Between 2018 and 2022, retail E-Commerce sales in this country are projected to rise at a high double-digit growth rate on an annual basis.

One of the major drivers of the B2C E-Commerce development in Saudi Arabia is a high smartphone penetration rate, reveals yStats.com. With consumers increasingly using their phones not only to check prices or product information, but also to purchase goods via mobile websites and apps, M-Commerce sales are on the rise. Another positive development is improving E-Commerce regulation and the government's investments in the digital economy.

Cross-border E-Commerce sellers are among the main beneficiaries of the online shopping boom in Saudi Arabia. Around half of purchases took place on such platforms in 2017. However, with Amazon going for a local strategy in the region after the purchase of Souq.com, the share of domestic sales is likely to increase. Furthermore, local E-Commerce marketplace Noon.com, launched with the support of Saudi Arabia's Public Investment Fund, is expanding its operations in the country.
SAUDI ARABIA B2C E-COMMERCE MARKET 2019

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“Fashion” (61%) was the leading product category purchased online in Saudi Arabia in 2018, followed by electronics (43%).

Saudi Arabia: Product Categories Purchased Online, in % of Online Shoppers, 2018

- Fashion: 61%
- Mobiles, PCs, laptops, and other small appliances: 43%
- Fast food: 30%
- Groceries, flowers, and cakes: 21%
- Furniture, home improvement & lawn equipment: 16%
- Consumer durables and other large appliances: 16%

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

Survey: Based on a survey of respondents from 200 households in Saudi Arabia, of whom 50% were male and 50% were female.

Source: Ali Aliah, Riyadh, Saudi Arabia, July 2019

Mobile (58.6%) was the leading device by share of Internet traffic in Saudi Arabia in 2018, while desktop accounted for 38.9%.

Saudi Arabia: Breakdown of Internet Traffic by Device, in %, 2018

- Mobile: 58.6%
- Desktop: 38.9%
- Others: 2.6%
SAUDI ARABIA B2C E-COMMERCE MARKET 2019
METHODOLOGY

GENERAL METHODOLOGY OF OUR MARKET REPORTS

Secondary Market Research
• The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources. Our reports are solely 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 all obtained 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.

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• 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
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METHODOLOGY OF OUR SAUDI ARABIA B2C E-COMMERCE MARKET 2019

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.
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TOTAL

## CHOOSE YOUR PAYMENT METHOD
Choose Your Preferred Payment Method:

- Credit Card  
  - VISA  
  - American Express  
- MasterCard
- China UnionPay

- Bank Transfer
  - Bank Transfer information will be provided to you in the invoice you receive following submission of an Order Form offline.

- PayPal
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**CARD HOLDER**
- CARD NUMBER
- EXP. DATE
- SECURITY CODE**

**If you prefer, this can be communicated over the phone or via secured e-mail communication.

## COMPLETE YOUR CONTACT DETAILS
An invoice will be sent to your company

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<th>STATE/PROVINCE</th>
<th>POSTAL CODE</th>
<th>COUNTRY</th>
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</thead>
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