AN **OVERVIEW** OF E-COMMERCE TRENDS IN THE **UNITED ARAB EMIRATES**



BASIC ELEMENTS TO CONSIDER FOR SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)
DOING BUSINESS IN THE UNITED ARAB EMIRATES VIA E-COMMERCE CHANNELS

The Middle East remains a dynamic region, with strong GDP growth, increasing consumer confidence, and some big upcoming events that will benefit food and foodservice sectors.

QUICK FACTS (2015)

Population

9.6M

GDP/capita

\$36,061

One of the Middle East's most connected countries



92% of households have access to the Internet.

All online purchases

\$427.9M



With a forecasted growth rate of **4.7%** by 2020.



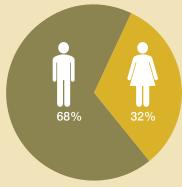
Consumer spending

Total grocery spending: \$27.6 billion

Edible grocery spending per capita: \$2,591

Online spending on food and drinks per capita: \$44.50

Demographics of online consumers



26-35 year olds make up over 42% of online consumers.

TOP METHODS OF ACCESSING THE INTERNET FOR SHOPPING



8 million laptop users



7.6 million mobile phone users



4.5 million personal computer users



4.2 million tablet users

Note: All dollars are in US funds.



Agriculture and Agri-Food Canada Agriculture et Agroalimentaire Canada



UNDERSTANDING UNITED ARAB EMIRATES (UAE) ONLINE MARKETPLACE



75% of food products available at the retail outlets in UAE are imported via wholesalers and increasingly by retailers.



According to Planet Retail, in 2015 UAE's consumer E-commerce spending reached \$427.9M and is forecasted to double to reach \$841.2M by 2020.

MOST POPULAR GROCERIES APP



A SAMPLE OF LOCAL ONLINE GROCERS















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