

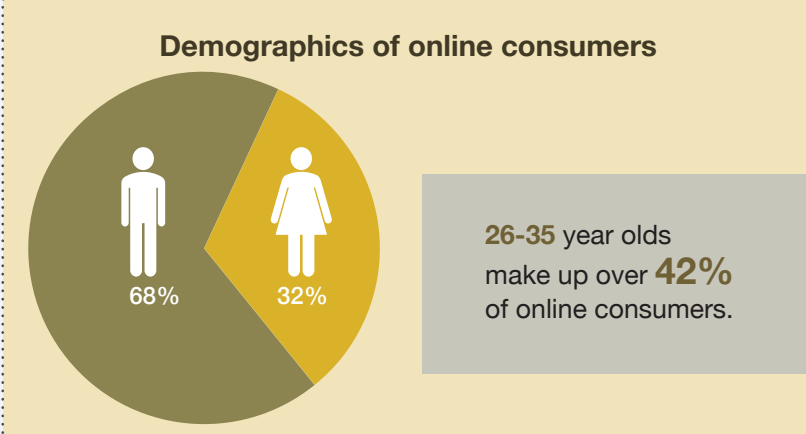
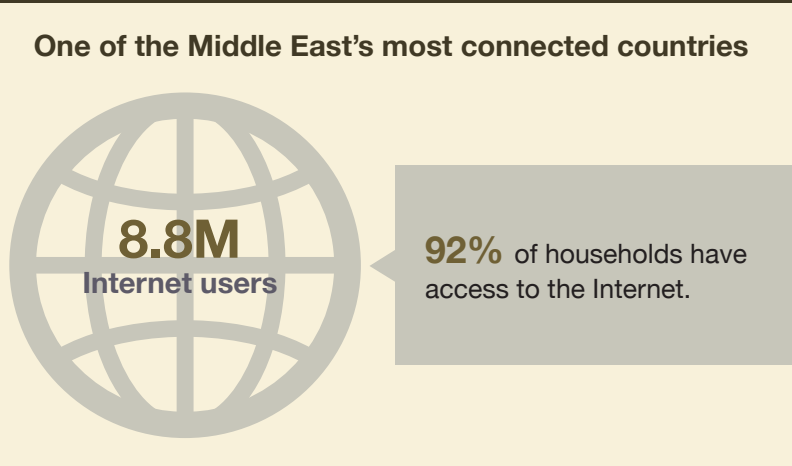
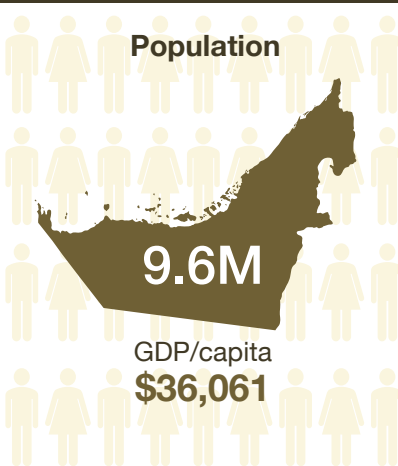
AN OVERVIEW OF E-COMMERCE TRENDS IN THE UNITED ARAB EMIRATES



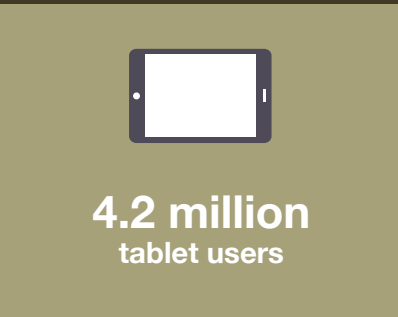
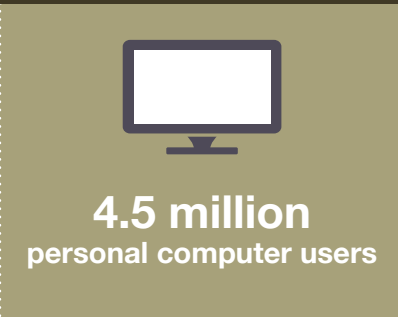
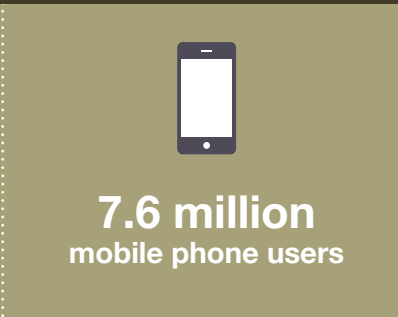
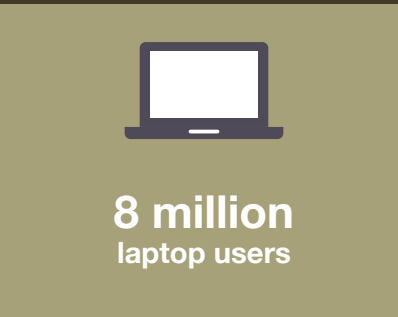
BASIC ELEMENTS TO CONSIDER FOR SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)
DOING BUSINESS IN THE UNITED ARAB EMIRATES VIA E-COMMERCE CHANNELS

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)



TOP METHODS OF ACCESSING THE INTERNET FOR SHOPPING



Note: All dollars are in US funds.

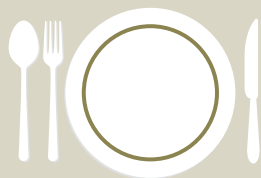


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UNDERSTANDING UNITED ARAB EMIRATES (UAE) ONLINE MARKETPLACE



- ▶ **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



Note: All dollars are in US funds.

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