

UAE Ecommerce Market is Predicted to Grow at a CAGR of 14.6% by 2026-Makreo Research & Consulting

Makreo Research has published a research study on UAE E-commerce market titled, “UAE E-commerce Market Future Forecast to 2027” is a detailed study that helps to assess market performance and future outlook of the industry.

Navi Mumbai, Maharashtra May 9, 2022 ([Issuewire.com](https://www.issuewire.com)) - Makreo Research has published a research study on UAE E-commerce market titled, “**UAE E-commerce Market Future Forecast to 2027**” is a detailed study that helps to assess market performance basis the past and present trends, impact of external factors, initiatives taken by the government and the market players and also key challenges impacting the industry performance. There is a regional level assessment of the market performance covering Dubai and Abu Dhabi.

The report examines the UAE eCommerce market on various parameters. This section in particular discusses past, present and future market performance of the eCommerce industry in the region and specifically focuses on impact of covid-19 over the adoption rate. The section covers market performance by product segmentation (Apparel & Footwear, Consumer Electronics, Food & Drink, Media Products, Personal accessories & eyewear). UAE retail eCommerce and mobile eCommerce market performance and forecast is also discussed in the report. With the emergence of eCommerce, payments market has also benefitted thus it is imperative to understand the most popular online payment methods (Card, E-wallet, Cash, Bank Transfer and others).

Market Performance:

UAE is one of the emerging regions across the world. Due to the diverse population, the demand for eCommerce platform is rising. In UAE, particularly Dubai, the eCommerce growth has been tremendous in the MENA region. The expansion of digital purchasing has been pushed by changing consumer habits during Covid-19. The increasing purchase from cross-border and cheap shipping costs for consumers is anticipated to grow the market. Lately, Amazon.ae stated that users in the UAE would continue to enjoy free next-day delivery on orders over a certain threshold, as well as paid same-day delivery to certain localities in the UAE.

On the other hand, numerous major elements will aid expansion, including the UAE's high-income potential, high Internet penetration rate (99%), robust transportation logistics network, advanced digital payment systems, expanding tech-savvy youth population, and strong government support.

Impact of Covid-19

The epidemic has boosted e-grocery significantly. It is still the UAE's fastest-growing eCommerce segment, rising times as efficient as the region's entire eCommerce market. Numerous new players have emerged since the shutdown, ranging from food delivery apps that now sell groceries to Noon and Amazon's debut of daily basics. On the other hand, as more people began to shop online during the epidemic, the demand on last-mile delivery services grew.

The study helps to answer following areas:

- How UAE economy is performing amid disruptions caused by the COVID-19 and to measure the impact of COVID-19 with the help of pre covid-19 and post covid-19 assessment.

- What are the technological developments happening in the UAE eCommerce market?
- What are the top exporting and importing products of UAE?
- What percentage of the population resides in Urban areas and what population segment dominates the UAE eCommerce demand?
- How UAE eCommerce market was performing in the past and what is the impact after the virus outbreak?
- What are the factors influencing the demand and how industry is placed in near future?
- What are the external factors accounting for a shift in the demand and how these factors are expected to influence the market?
- How mobile eCommerce market is performing in the UAE?
- What are the leading B2C segments in the region?
- Who are the key players in the market and what is their present state of performance?

To know more about Makreo Research or to enquire about the publication, please refer to the link

<https://www.makreo.com/report/uae-e-commerce-market-performance-an-outlook-to-2027-covid-19-impact-assessment>

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