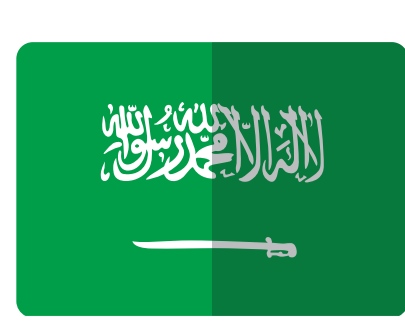


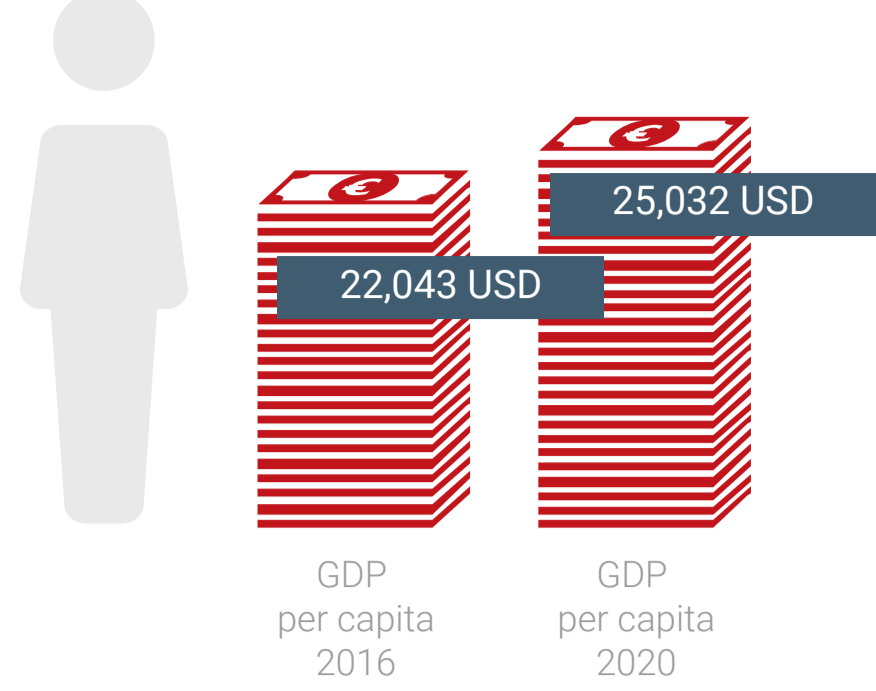
Insights into the growth of Saudi Arabia eCommerce with payment methods, target audiences, marketing, social media, economy and logistics all profiled



Economy

Home to 30.4 million people with a total GDP of 646 billion USD, GDP per capita is currently 22,043 USD and expected to reach 25,032 USD by 2020.

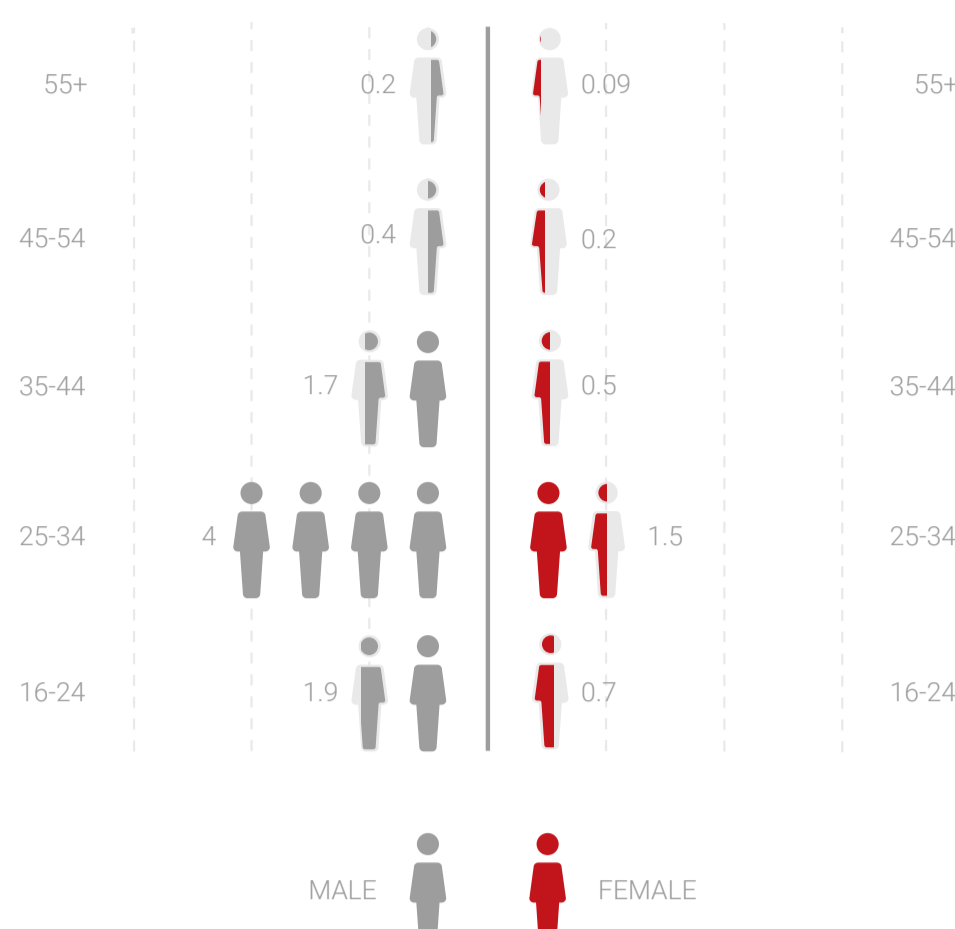
THE WORLD BANK RANKS SAUDI ARABIA IN ITS TOP 20 RICHEST COUNTRIES BY PURCHASING POWER.



User Insights

There are currently 11.1 million eCommerce users in Saudi Arabia, with growth projected that will see an additional 6 million users shopping online by 2020, representing 71.9% of the total population.

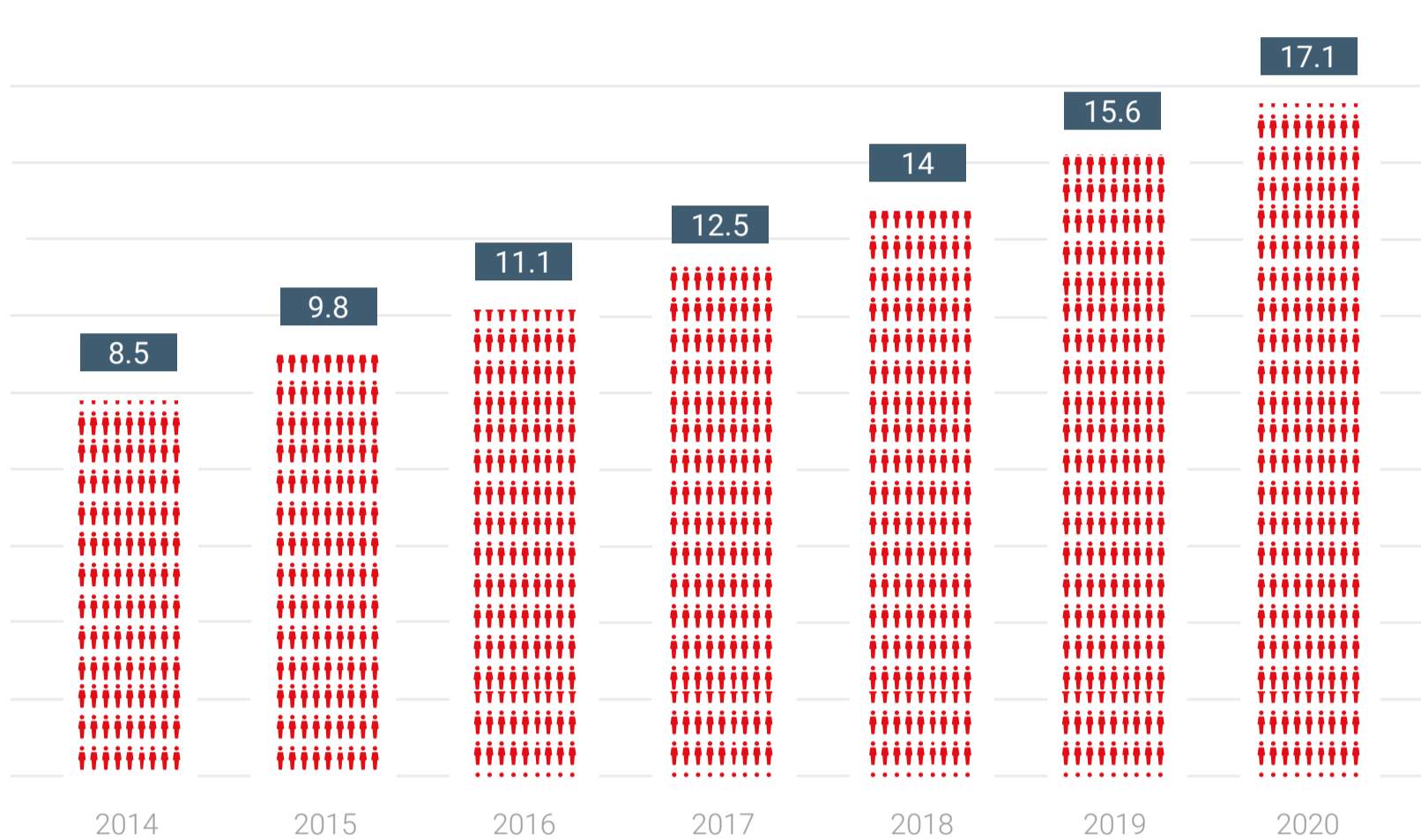
USER BY AGE GROUPS AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS) IN 2016



The average user spends 618 USD online, which will reach 641 USD by 2020.

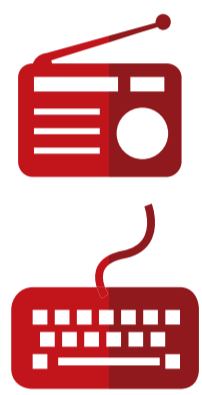


NUMBER OF USERS (IN MILLIONS)

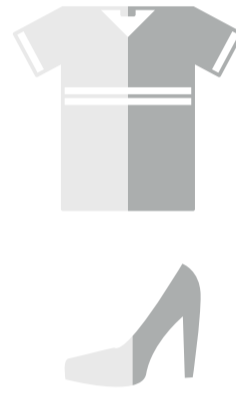


Shopping Categories

Total eCommerce revenue across all product categories is 6.8 billion USD, and is expected to reach 11 billion USD by 2020.

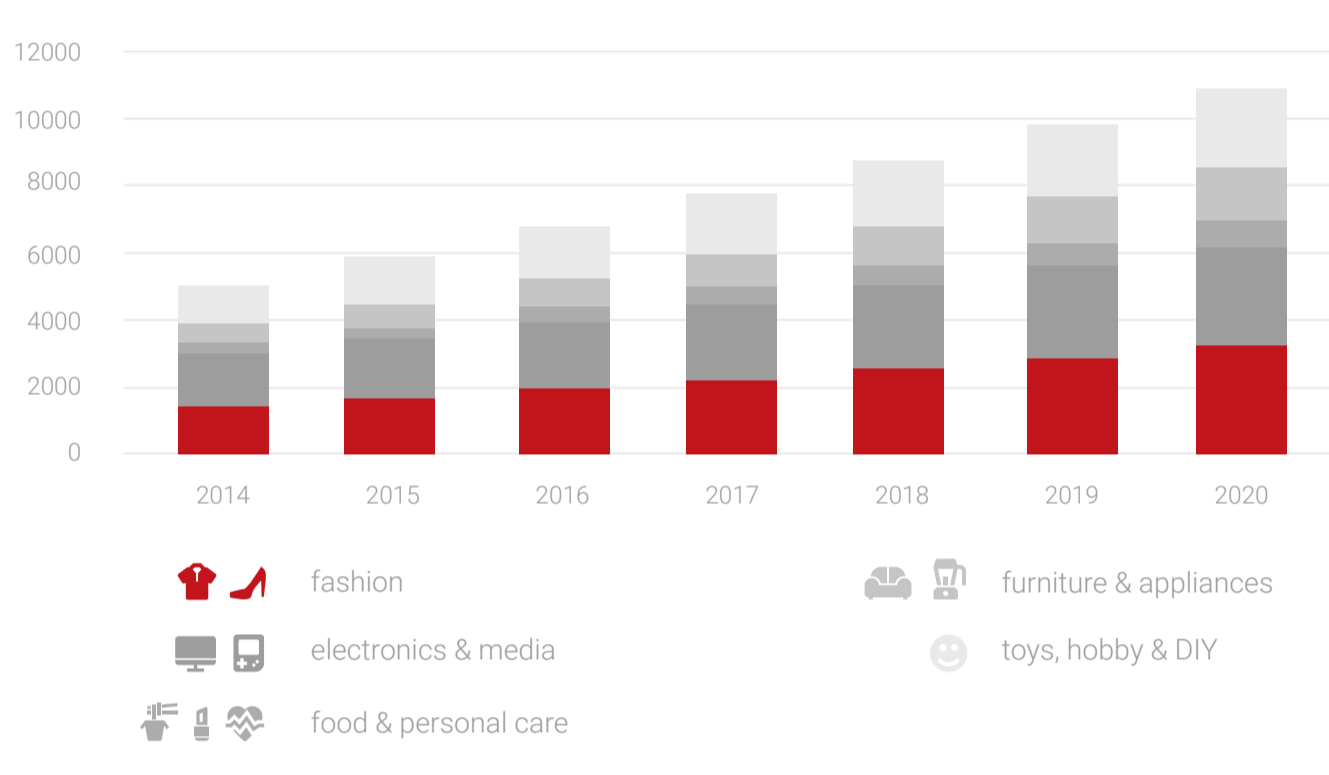


Electronics is currently the leading product category, accounting for 2 billion USD market share.



Fashion is the second largest product category, generating 1.9 billion USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



Where does Saudi Arabia buy from?

China supplies Saudi Arabia with 20.5 billion USD in imports. Other key import partners are the US (15.4 billion USD), India (13 billion USD), Germany (11.5 billion USD) and South Korea (8.3 billion USD).



Preferred Online Payment Methods

64% of online shoppers have made online payments using cash on delivery, with 46% making payments using credit cards. Debit cards, gift cards, digital payment systems are also used.



Paypal and Alipay are used as alternate payment types online.

Logistics & Infrastructure

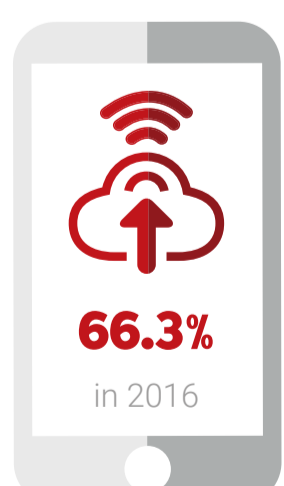
Saudi Arabia is 83% urbanized and so international retailers should look to the cities, where state of the art logistics makes cross border trade easy.



Saudi Arabia is ranked 52nd in the World Bank Logistics ranking, however this ranking includes rural areas that are not densely populated.

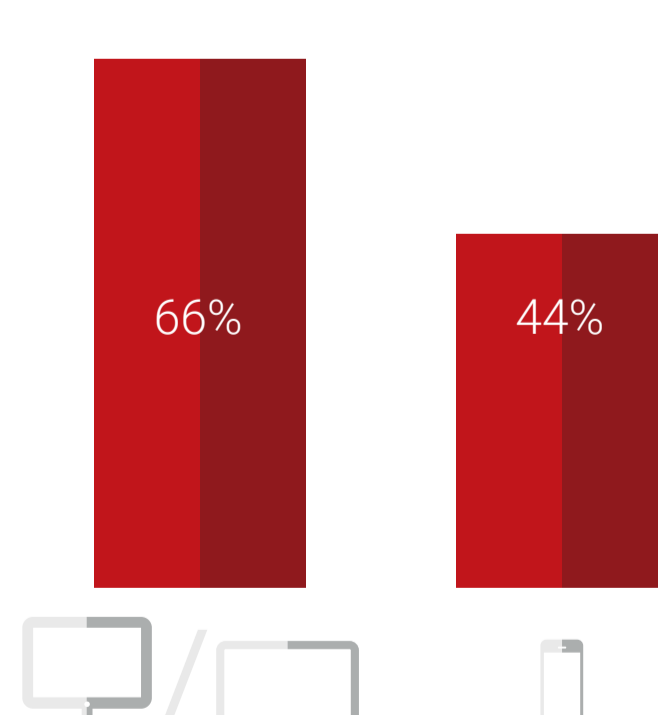
Device Usage

Internet penetration is currently at 75.8%, and should reach 91.5% by 2020.



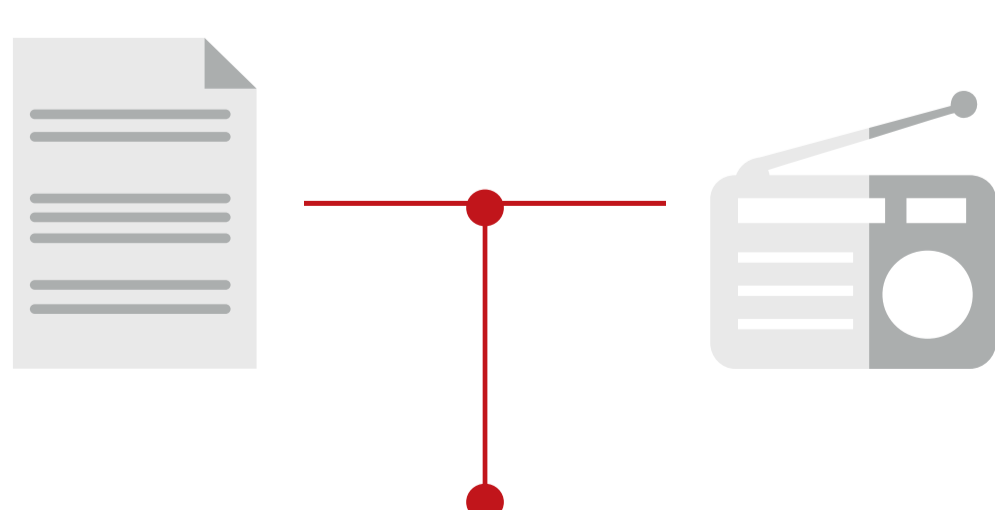
Smartphone penetration is 66.3% and is projected to grow to 69% by 2020.

MOBILE VERSUS DESKTOP FOR LATEST ONLINE PURCHASE

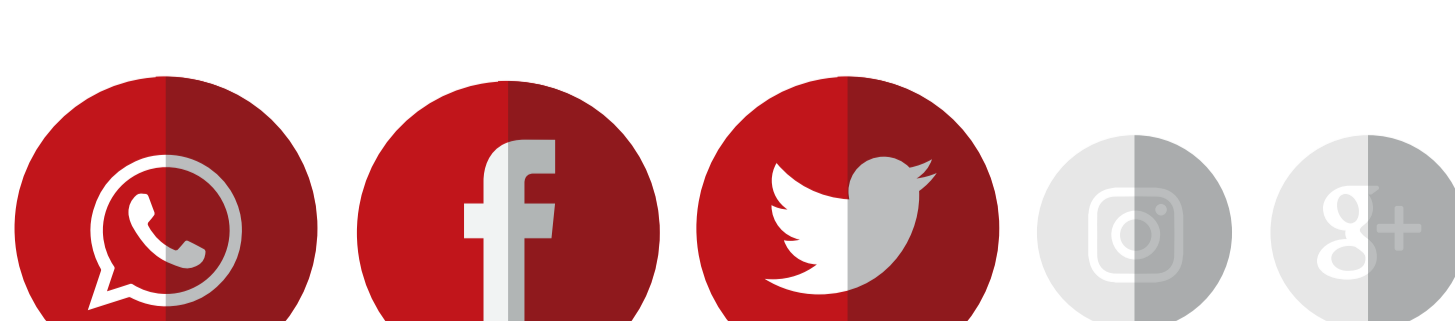


Marketing

Marketing spend has grown slowly since 2010, current spend is 1.1 billion USD. Newspapers leads the charge accounting for just under 700 million USD of the market spend. Radio accounts for the second largest market spend, at 231 million USD.



Social media user penetration is currently at almost 35%, and popular networks include Whatsapp, Facebook, Twitter, Instagram and Google Plus.



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.