

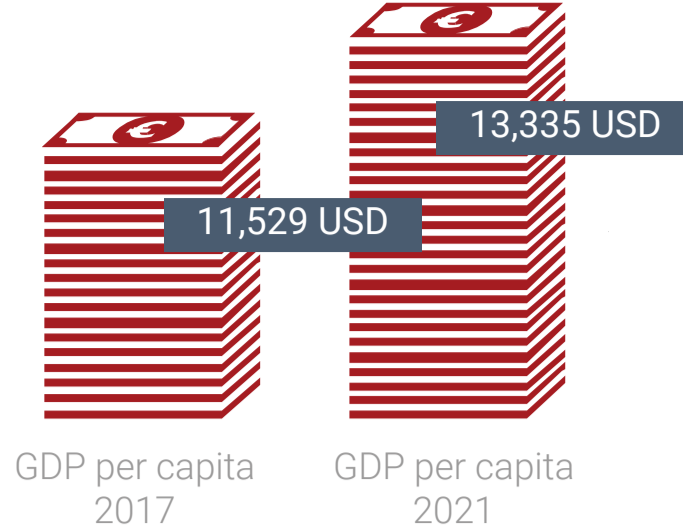
# Insights into the growth of African and Middle Eastern eCommerce

Economy, online shopper profiles, logistics, payment methods and marketing



## Economy

GDP per capita is currently 11,529 USD and expected to reach 13,335 by 2021.



HOME TO 492.6 MILLION PEOPLE WITH A TOTAL GDP OF 3.4 TRILLION USD

## User Insights

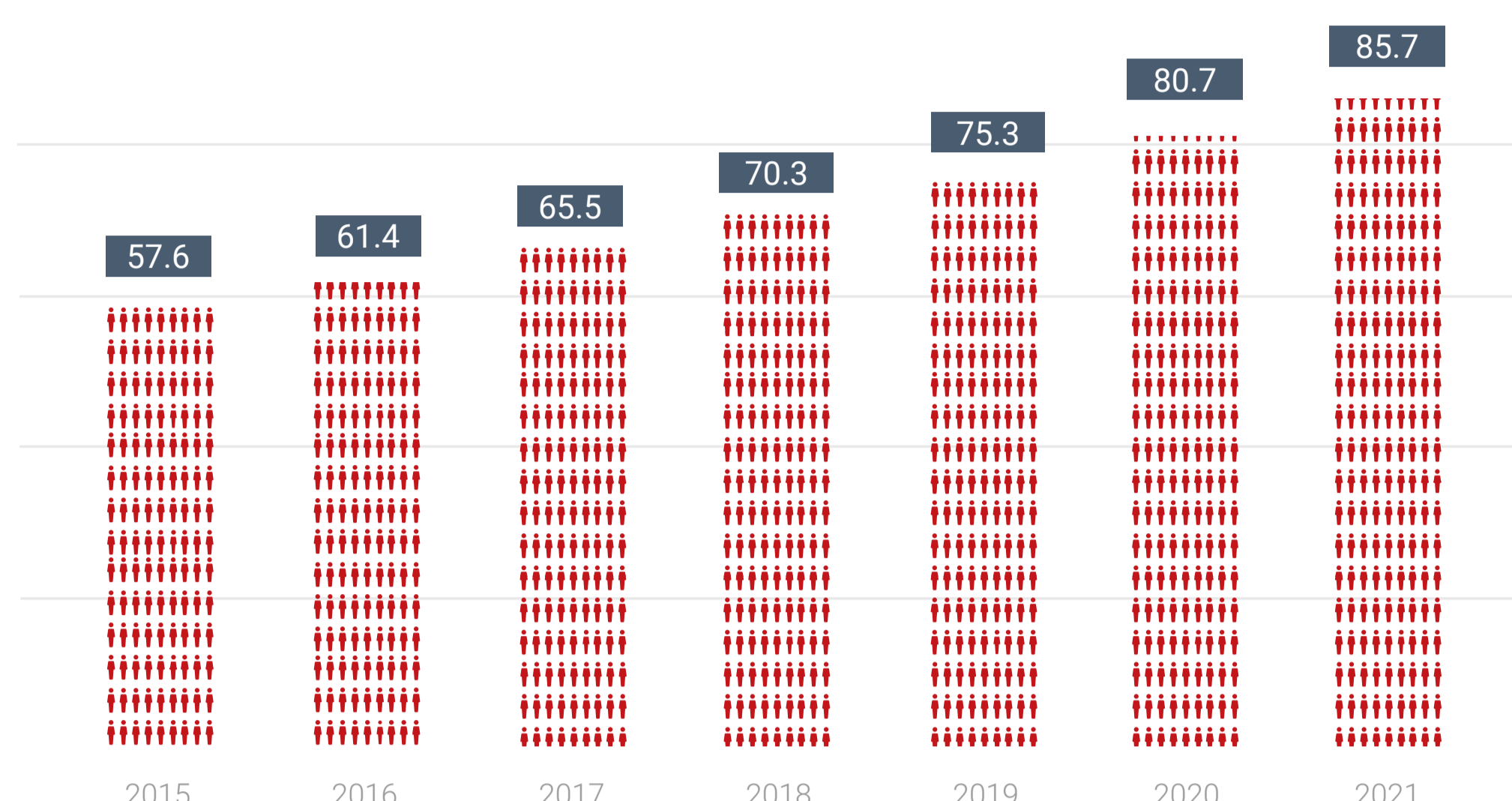
There are currently 65.4 million eCommerce users in Africa and the Middle East, with an additional 20 million users to be shopping online by 2021.

### THE AVERAGE USER SPENDS ONLINE



2021

### NUMBER OF USERS (IN MILLIONS)



## Shopping Categories

Total eCommerce revenue across all product categories is 16.7 billion USD, expected to grow to 26.6 billion USD by 2021.

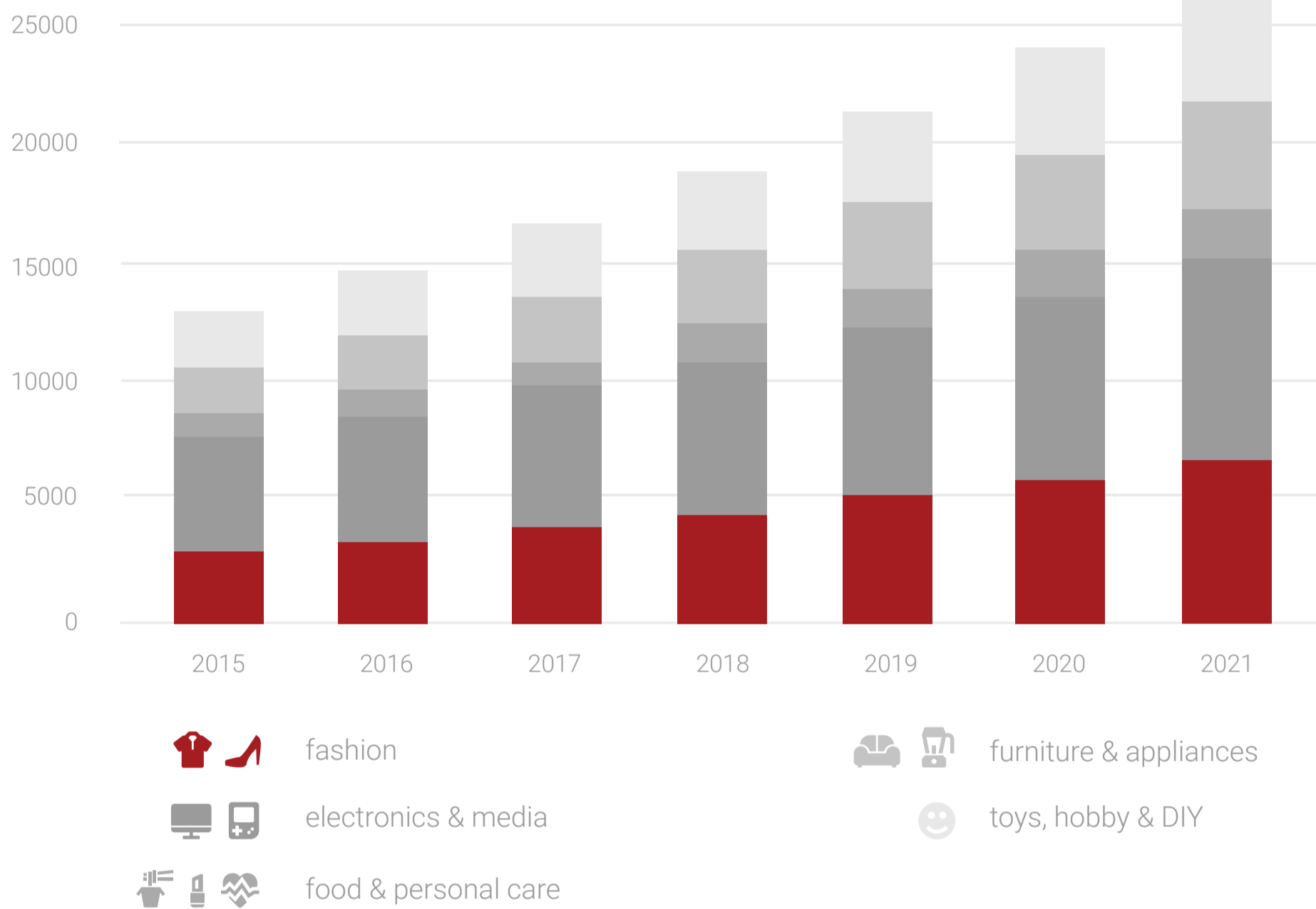


Electronics and Media is currently the leading product category, accounting for 5.8 billion USD market share.



Fashion is second, accounting for 4 billion USD.

### PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



## Logistics & Infrastructure

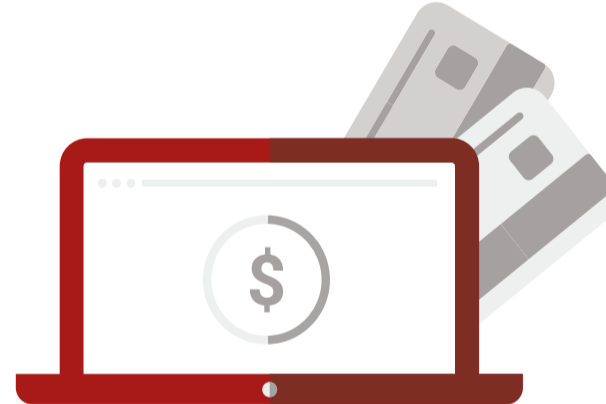
According to the World Bank, Africa and the Middle East logistics are improving.



In the 2016 Logistics Performance Index, Uganda, Tanzania, Rwanda, Burkina Faso, Mozambique, Togo, Comoros, Niger, Burundi, Kenya and Egypt were all considered top-performers.

## Preferred Online Payment Methods

44% of African and Middle Eastern shoppers prefer to use their credit card when shopping online, 14% prefer PayPal. Debit card is also a popular online payment method.

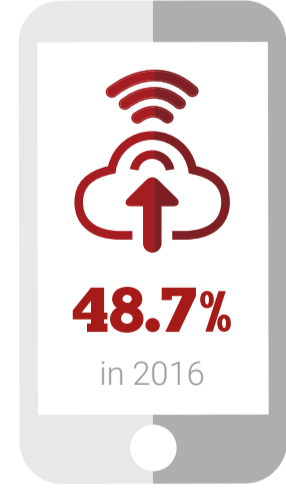


## Where does Africa and the Middle East buy from?

China is the biggest trade partner to Africa and the Middle East, supplying a combined 104.71 million USD in imports. Other key import partners are the US (60.9 million USD) and Germany (47 million USD).



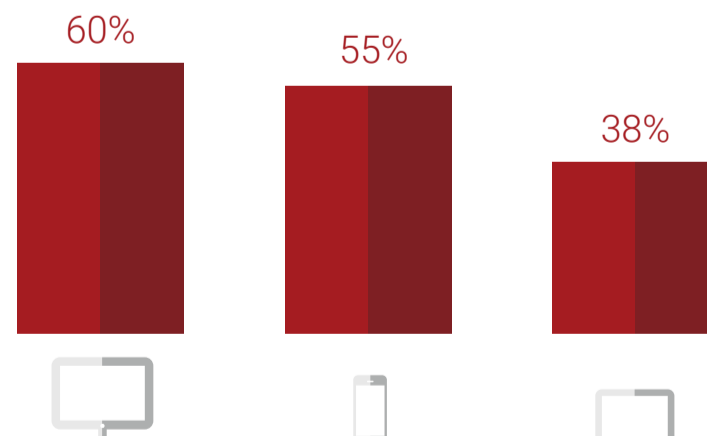
## Device Usage



Internet penetration is currently at 63.4%, and should reach 70.7% by 2021.

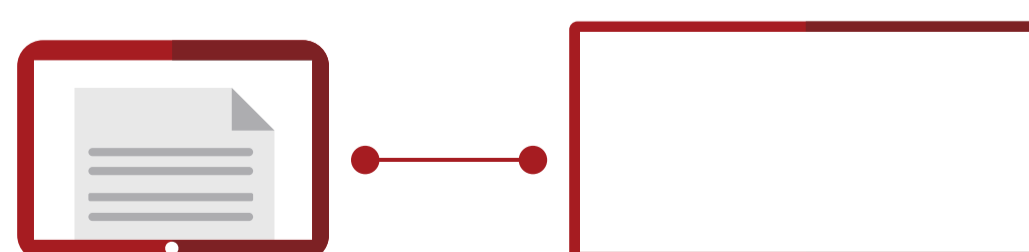
Smartphone penetration is 48.7% and is projected to grow to 59.9% by 2021.

### DEVICES USED FOR MOST RECENT ONLINE PURCHASE



## Marketing

Marketing spend in Africa and the Middle East has risen in recent years, as advertisers steadily invest more in digital advertising. In 2017, ad spend is 24.25 billion USD, and is expected to increase to 27.49 billion USD in 2020.



Social media penetration is 41.3% of the total population, a figure expected to increase in the next 2 years to 42.9%. There are 316.6 million social media users, and the most popular social media platform is Facebook, with 232.9 million users.

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.