

Insights into the growth of Saudi Arabian eCommerce

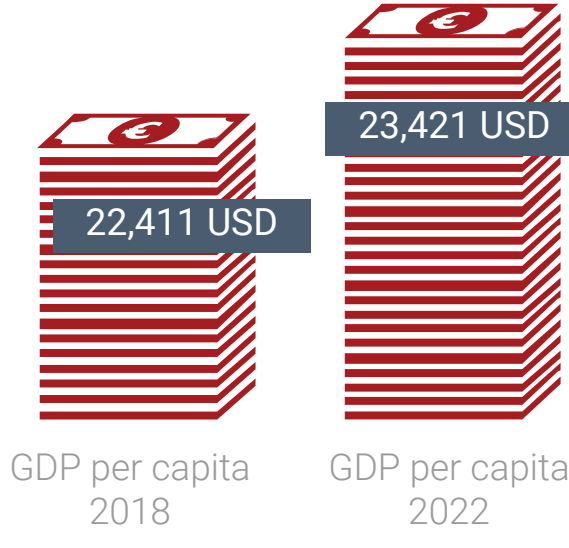
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to **32.28 million** people with a total GDP of **646.44 billion USD**.

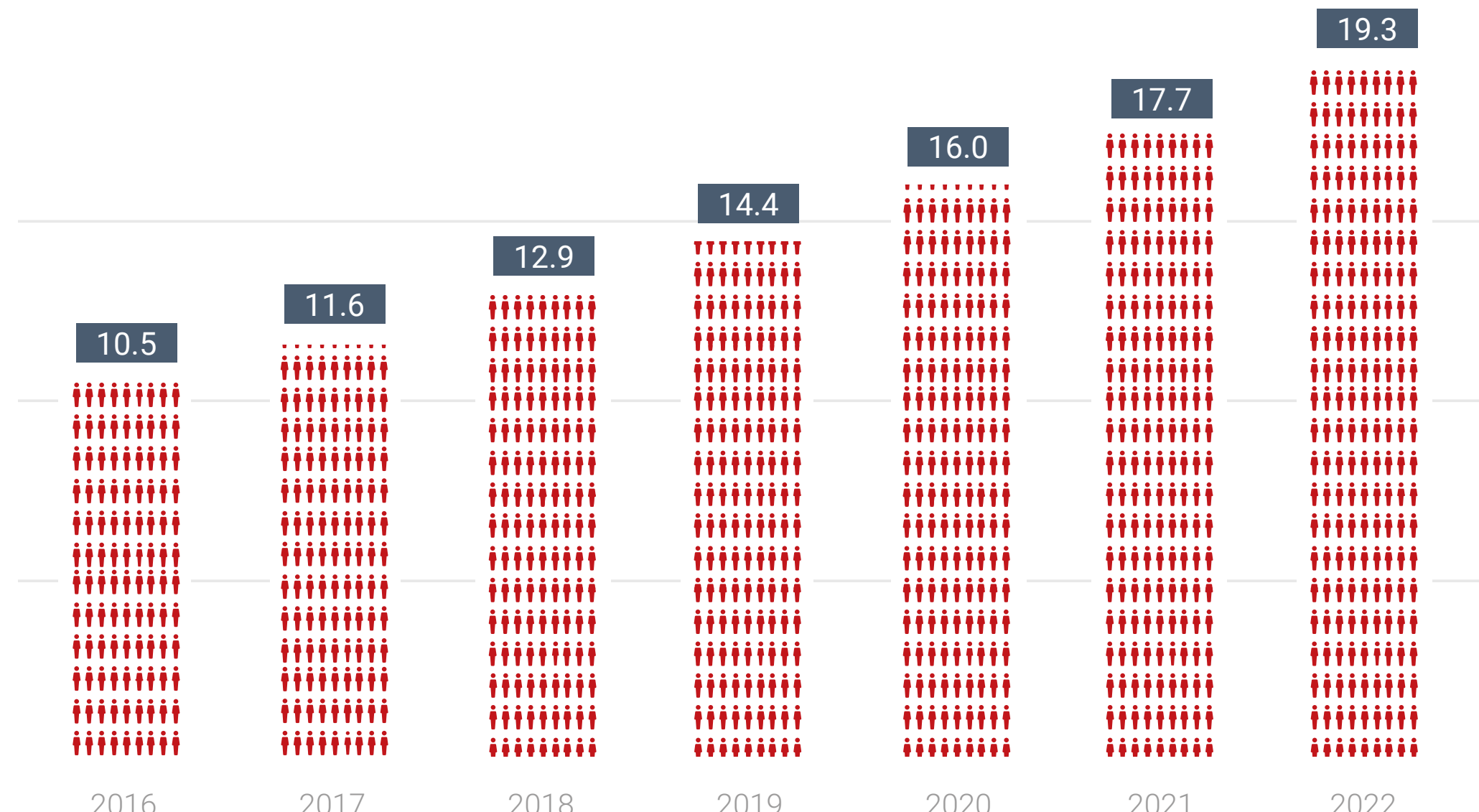
GDP per capita is currently **22,411 USD** and expected to reach **23,421 USD** by 2022.



User Insights

There are currently **12.94 million eCommerce users** in Saudi Arabia, with an additional **6.34 million users** to be shopping online by 2022.

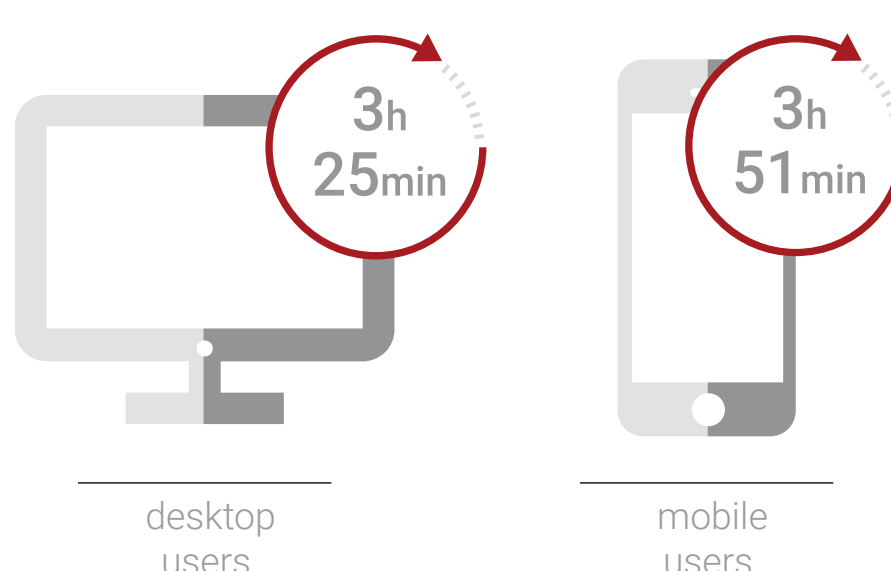
NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



TIME SPEND PER DAY ON THE INTERNET



Shopping Categories

Total eCommerce revenue across all product categories is **6.13 billion USD**, expected to reach **9.41 billion USD** by 2021.

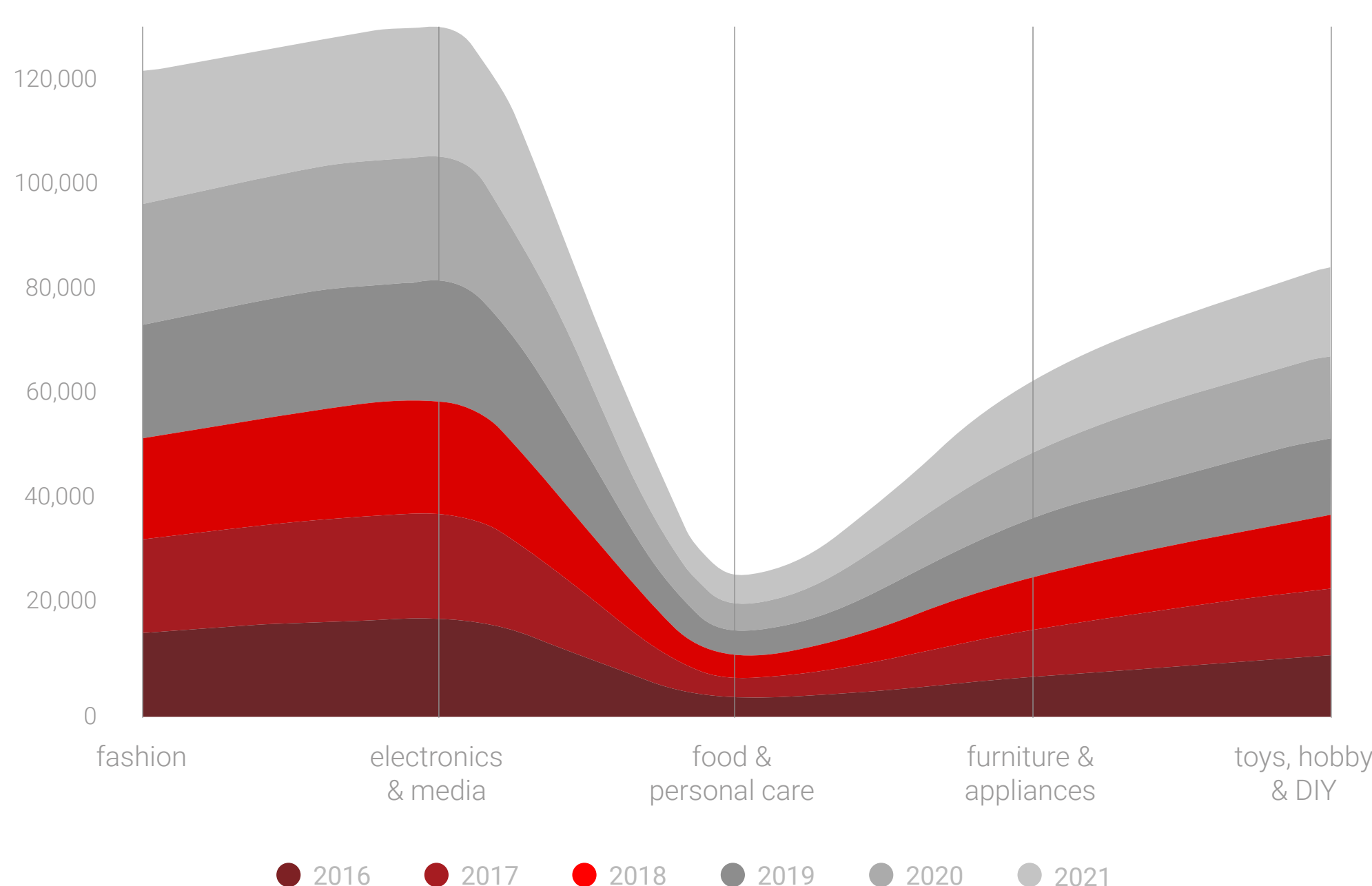


Fashion is currently the leading product category, accounting for **1.91 billion USD** market share.



Electronics & Media is second, accounting for **1.85 billion USD**.

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



Logistics & Infrastructure



In 2016, Saudi Arabia was ranked **52nd** in the World Bank Logistics ranking.

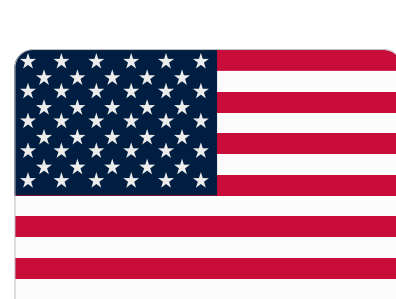
Preferred Online Payment Methods

64% of Saudi shoppers like to **cash on delivery** when shopping online.

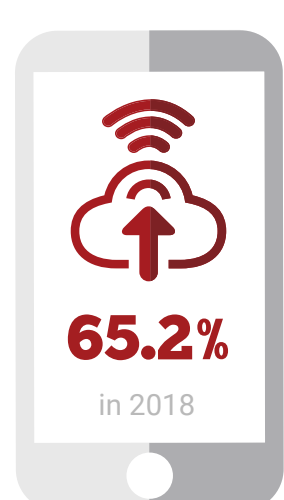


Where does Saudi Arabia buy from?

China supplies Saudi Arabia with **23.4 billion USD** in imports. Other key import partners are the **United States (\$18.8 billion)**, **Germany (\$11 billion)**, **South Korea (\$9.7 billion)** and the **United Arab Emirates (\$8.5 billion)**.



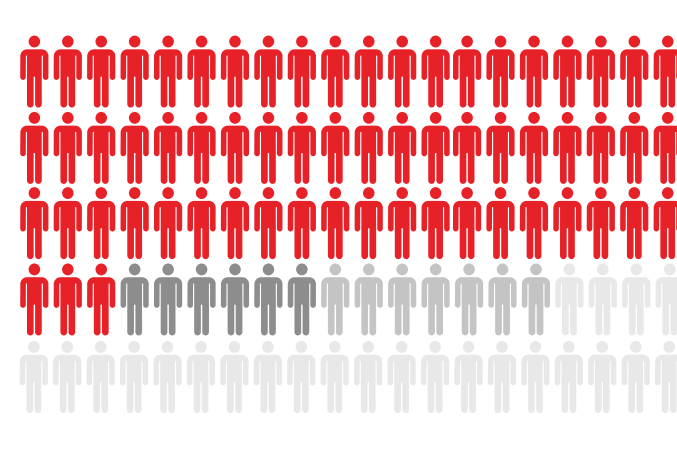
Device Usage



Internet penetration is currently at **71.3%**, and should reach **73.4%** by 2022.

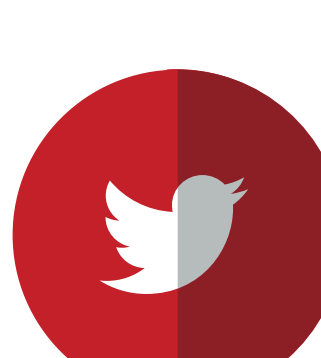
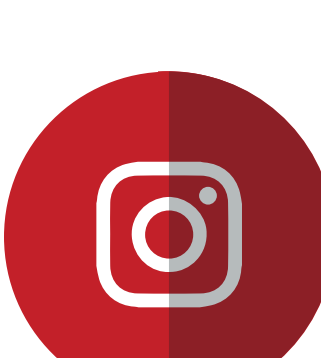
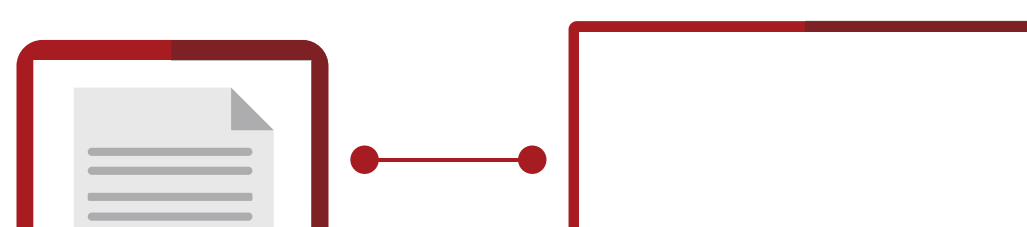
Smartphone penetration is **65.2%** and is projected to grow to **66.6%** by 2022.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing

In 2017, **265 million USD** was spent on outdoor advertising.



59% of Saudis are active social network users, thanks to **YouTube, Facebook, Instagram and Twitter**, which are the leading social networks.

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.