

UNDERSTAND THE EGYPTIAN ONLINE SHOPPERS

Egypt represents a massive market for ecommerce, but to really take advantage of this emerging consumer base your business needs to understand the Egyptian shopper. This week we've partnered with one of the country's leading online shopping search engine,



to bring you the latest data on consumer behaviour and demographics.

EGYPTIAN SHOPPERS BY THE NUMBERS

According to **Yaoota.com** the Egyptian online consumer base consists primarily of a young, urban, and gender balanced demographic.

YAOOTA.COM USER



75% UNDER 35 YEARS OF AGE

Online shopping seems to attract more women than the average Egyptian website



Yaoota.com audience

Female

40%



Average Egyptian Website

Female

34%

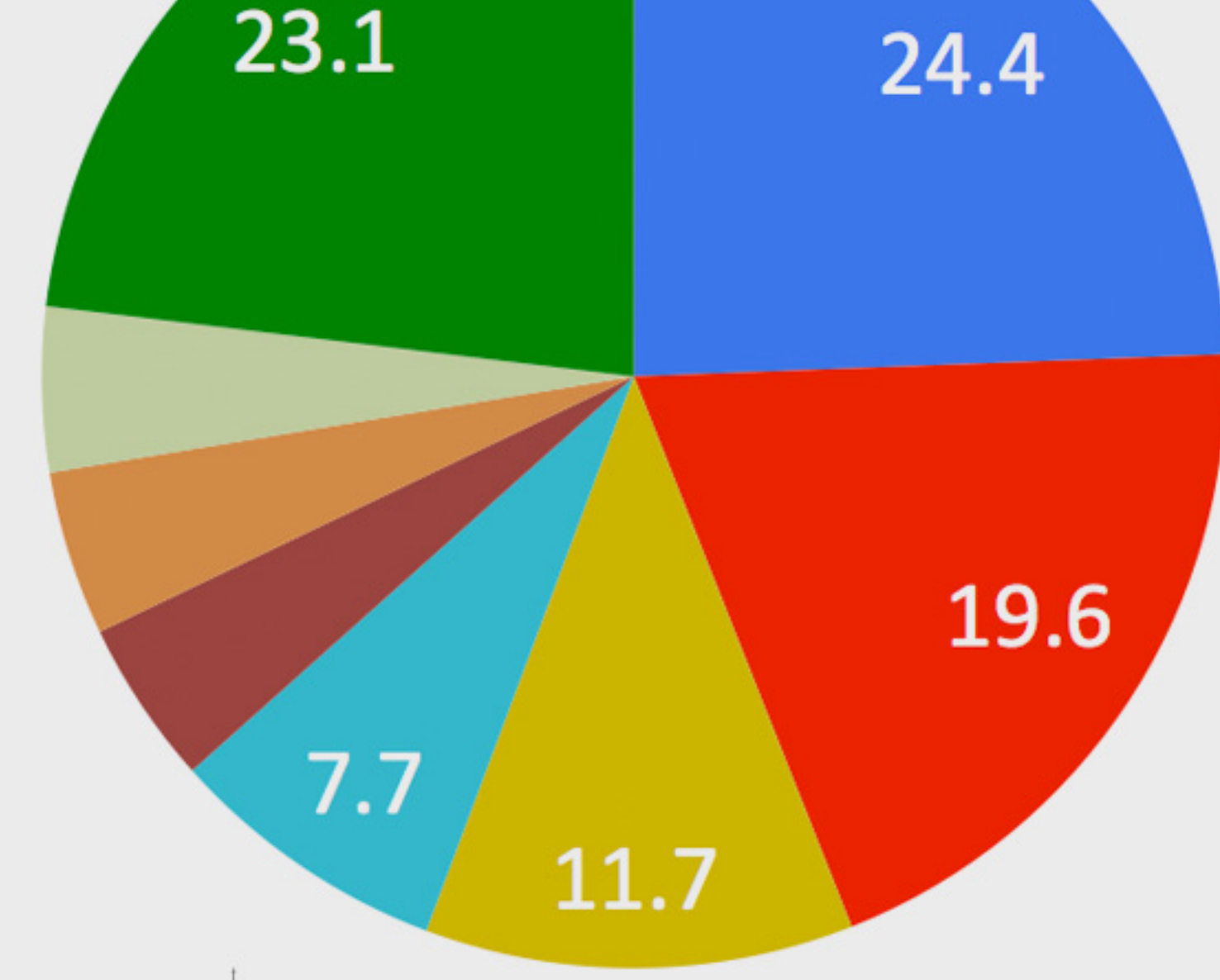
EGYPT'S ONLINE MARKETPLACE LIKES AGGREGATORS

There are currently **over 450 online stores** operating in Egypt (excluding selling on social media). Of these stores more than 100 have entered into relationships with aggregators such as **Yaoota.com**



WHAT ARE CONSUMERS BUYING

Yaoota.com gives consumers access to everything from technology and fashion to home appliances and pharmaceuticals. This huge range of product means they know what Egyptians are buying:



Egypt Online Stores Breakdown By Category (2015 Sep) - excluding online-malls

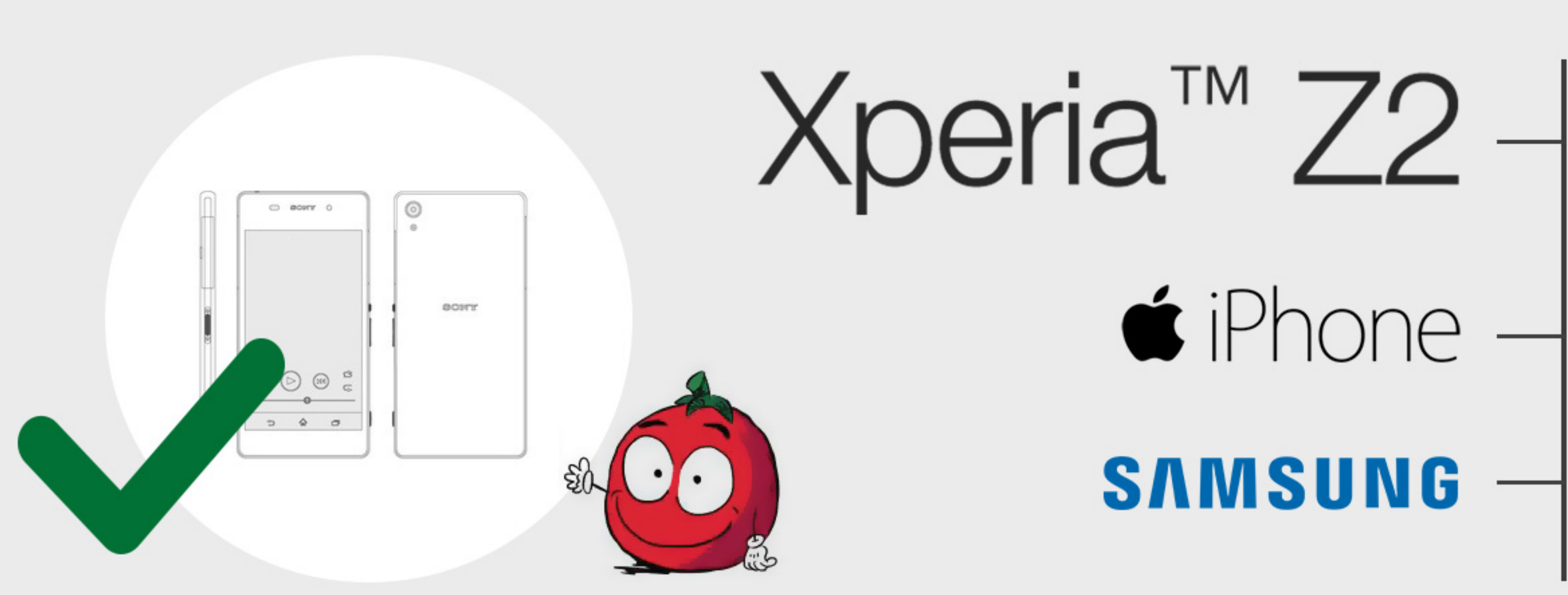
- Electronics/Gadgets
- Fashion
- Home
- Mother-kid
- Books
- Sports
- Pharmacy
- Others

Based on a review of over 500,000 searches

phones have proven to be the most popular item by far. In 2015, the most popular search was iPhone 6 with Samsung, HTC and Sony as distant runner ups.

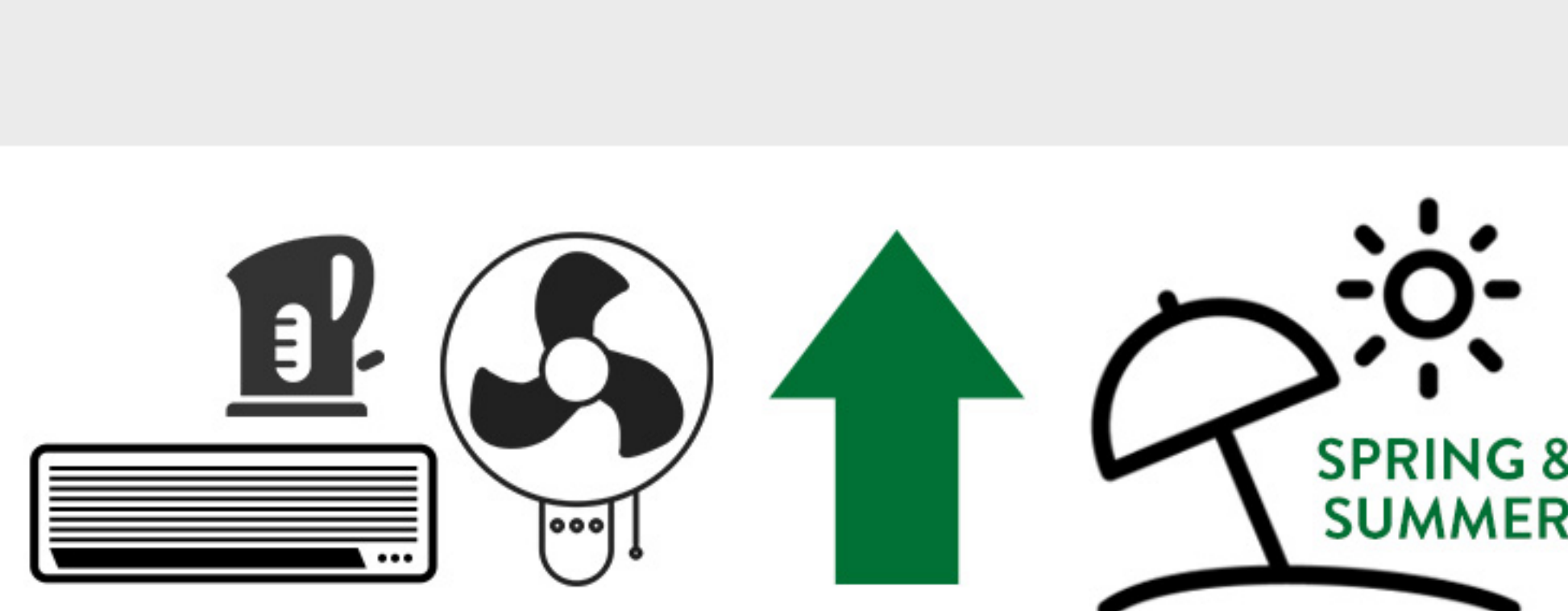


Egyptian shoppers on average opt for better-value-for-money products instead of flagships. For example the Sony Xperia Z2 was far more popular in terms of sales than the iPhone or Samsung phones.

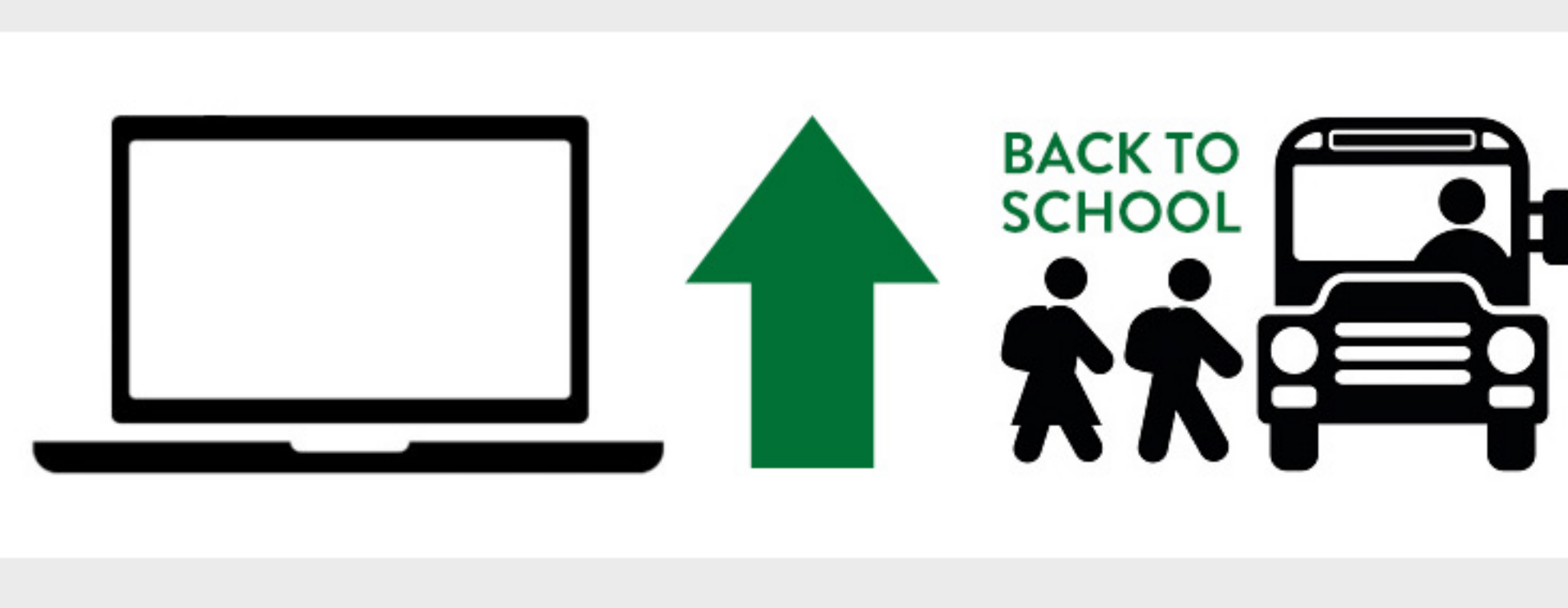


SHOPPING BEHAVIOUR IS SEASONAL

APPLIANCES, FANS, AND AIR CONDITIONERS POPULAR IN THE LEAD UP TO SPRING AND SUMMER



LAPTOPS ARE POPULAR DURING BACK TO SCHOOL



PHARMACEUTICALS

are also extremely popular with hepatitis C medication and emergency contraceptive pills topping the searches. These products are heavily regulated and are associated with availability problems.

THE FUTURE OF EGYPTIAN ECOMMERCE

Effective ecommerce traffic is still more established internet platforms. Total monthly traffic to ALL Egyptian online retailers is around 12-18mn visits. For comparison, a single top Egyptian news portal can clock in anywhere between 17-20mn hits.



60% **70%**

of ecommerce traffic belongs to just two online stores with brick-and-mortar stores, pharma stores and hundreds of SMEs competing for what's left

Infographic Powered by:

