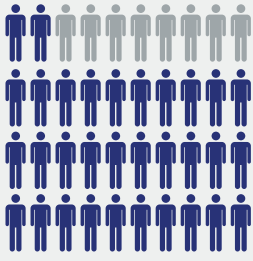


4TH ANNUAL UAE REPORT



THE GLOBAL CROSS - BORDER REPORT SHOWS **MIDDLE-EAST** AS ONE OF THE REGIONS WITH THE HIGHEST INCIDENCE OF CROSS-BORDER ONLINE SHOPPERS



34,000
CONSUMERS

IN **31 COUNTRIES**, TO UNCOVER OPPORTUNITIES FOR CONSUMERS IN THE WORLD'S COMMERCE REVOLUTION.

THE FUTURE OF ONLINE SPENDING

ONLINE SPENDING CONTINUES TO GROW IN THE UAE, FORECASTED TO REACH

36 BILLION
AED BY END OF 2018

CONVENIENCE ON ONLINE SHOPPING

65%

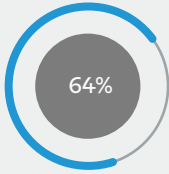
INCREASE IN ONLINE PLATFORMS

40%

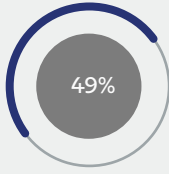
49%
OF PEOPLE WILL INCREASE ONLINE SPEND

MOST COMMON CROSS - BORDER SHOPPING CATEGORIES

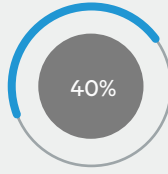
(% OF CROSS-BORDER SHOPPERS WHO HAVE MADE A CROSS-BORDER PURCHASE IN EACH CATEGORY IN THE PAST 12 MONTHS)



CLOTHING/ APPAREL



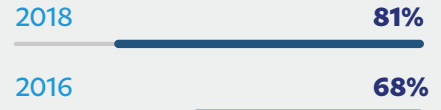
COSMETICS & BEAUTY



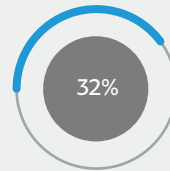
TOYS & HOBBIES



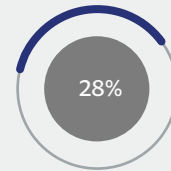
UAE CONSUMERS CONTINUE TO INCREASE THEIR ONLINE SHOPPING



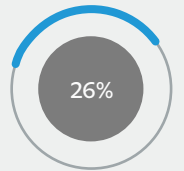
MIDDLE-EAST AS ONE OF THE REGIONS WITH THE HIGHEST INCIDENCE OF CROSS-BORDER ONLINE SHOPPERS - MAIN DRIVERS FOR UAE ONLINE SHOPPERS;



SECURE WAY TO PAY



CONVENIENT WAY TO PAY



PAYMENT IS PROCESSED QUICKLY

THE RISE OF MOBILE COMMERCE IN THE UAE



26% FORECAST GROWTH IN MOBILE SPEND BETWEEN 2018 AND 2019

TO REACH CLOSE TO AED **20 BILLION**

DEVICES USED FOR CROSS-BORDER SHOPPING

(% OF CROSS-BORDER SHOPPERS WHO HAVE USED EACH DEVICE FOR MAKING CROSS-BORDER PURCHASES)



SMARTPHONES



TABLETS



SMART TV/ CONSOLES

REASONS FOR SHOPPING FROM TOP IMPORT MARKETS

(% OF ONLINE SHOPPERS FROM EACH MARKET WHO GIVE EACH REASON FOR DOING SO)

1.



USA

56%
BETTER PRICES

46%
HIGHER PRODUCT QUALITY

36%
ACCESSING ITEMS NOT AVAILABLE IN HOME COUNTRY

2.



INDIA

68%
BETTER PRICES

30%
AFFORDABLE SHIPPING

29%
BETTER QUALITY

3.



CHINA

83%
BETTER PRICES

32%
DISCOVER NEW AND INTERESTING PRODUCTS

30%
ACCESSING NEW ITEMS