

Digital transformation in MENA 2022

Another year of growth for ecommerce
and digital payments as consumers continue
to climb the maturity curve



Leading global brands thrive in MENA with Checkout.com

المساfer
Almosafer

baraka

BINANCE

BitOasis

bloomingdale's

CAFU

Careem

Carrefour

cleartrip

COFE

deliveroo

DIOR

dubizzle

FARFETCH

FLOWARD
فلادورد

Flyin^{com}

FOODICS[®]

H&M

Hello Chef

HUNGER
STATION

IKEA[®]

إنستاشوب
InstaShop

مكتبة جرير
JARIR BOOKSTORE
...not just a Bookstore... ليست مجرد مكتبة...

osn

Property
Finder

qlub

شاهد
Shahid

SHEIN

SWAROVSKI

talabat

the
ENTERTAINER™

TO
YOU

VICTORIA'S SECRET

Virgin
MEGASTORE

VOX
سينما

zomato

Foreword



Remo Giovanni Abbondandolo

Senior Vice President, MENA
Checkout.com

We are delighted to be sharing part one of our third annual research report which looks at today's most powerful trends shaping the digital economy across MENA.

During 2020 and 2021 we charted a seismic shift in the region that had been turbocharged by the COVID-19 pandemic, and then reinforced by ambitious, dynamic and diversifying governments and regulators throughout the region.

In 2022 the data corroborates the reality that I, and all the Checkout.com teams on the ground in the region, have been living and breathing this past year. That is to say that when it comes to the region's digital economy, things continue to be changing and evolving fast, perhaps faster than ever.

As you'll learn in this report, fintech and digital payments adoption continues to soar across the region. Merchants are racing to keep up and as they do so they continue to innovate and diversify the consumer offering. Consumers, of course, are quick to respond and the competitive landscape sharpens as the benchmark for consumer expectations continues to climb. Such is the virtuous circle of innovation and growth here in MENA today.

“ When it comes to the use of BNPL, and pace of ecommerce adoption, MENA strikes out as a global leader.

Fortunately consumers and businesses here remain relatively insulated from the economic woes impacting much of the rest of the world. Consumer confidence remains very high and appetite for all things digital simply continues to grow. From digital shopping and payments to digital wallets as well as digital currencies - people, businesses and governments alike are innovating and adapting all the time. And when it comes to the popular and widespread use of Buy Now, Pay Later, or of social commerce, MENA strikes out as a global leader.

This is why working in the Middle East and North Africa is so exciting and a true privilege. Everyday I get to speak to merchants about how so much growth and change is shaping their businesses and about how we at Checkout.com can partner with them to unlock the full potential which exists in the region.

The region remains rich and varied, complex and nuanced and doing business here is not always straightforward. But when businesses get it right it is always rewarding. As such I hope that you will find this report, and the chapters that will follow throughout the season, to be an insightful and inspiring guide to a market that's very much open for business.

Methodology and a new approach

For the past three years Checkout.com have partnered with YouGov to collect data from a census-balanced and weighted consumer sample in MENA. This report draws on year over year data from 15,500 consumers, since 2020, in Saudi Arabia, United Arab Emirates, Kuwait, Qatar, Bahrain, Jordan, Egypt and Pakistan.

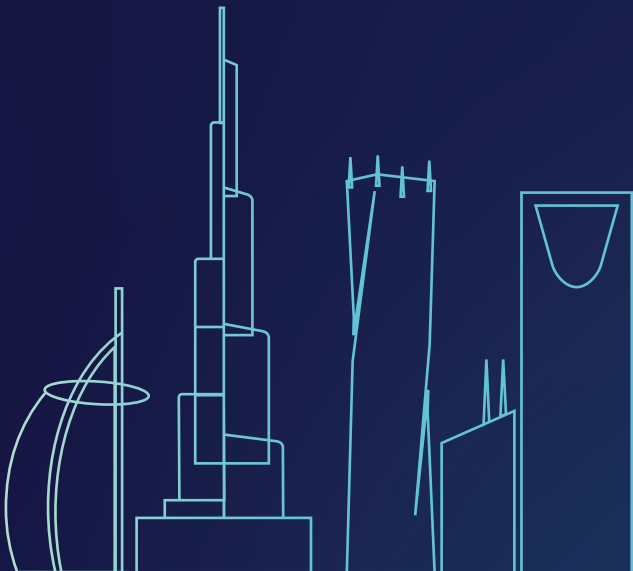
The latest round of omnibus surveys was conducted in July 2022 and as such represents data for the first half of 2022 and we expect to see the growth tracked to be significantly larger by the end of 2022. This report also draws on data from a survey of 250 merchants and 4,000 consumers in Saudi Arabia and the United Arab Emirates, conducted in February 2022 as part of Checkout.com's global payments and crypto survey.

Every year our MENA reports have showcased qualitative research and thought leadership from our many partners in the region. We have packed long reports with deep dives into the many nuanced and complex factors which come into play for any business operating in this rich and varied market. In a departure from our approach in previous years we have decided to break this year's report up into three individually published parts, giving each topic more space to breathe and allowing our readers a less dense and more digestible experience.

This is our opening section and comprises a dedicated round up of the data, tracked year over year for the past three years. We hope that you will find this to be an informative, and sometimes surprising, barometer of just how consumer behavior and sentiment has shifted - and continues to evolve - across the region. The data is viewed comparatively over time, across countries, age groups and gender as well as by income so as to lift the lid on the underlying dynamics driving change in MENA and Pakistan's thriving digital economy.

In following chapters, which will be released during the coming months, you will see opinion and interpretation of the data from ecommerce and payments leaders across the region. They'll be exploring the outlook for the region's digital economy and fintech landscape. They'll also be drilling down into the critical issue of payments performance and how the region's digital players will see revenue benefits from ever improved authorization, chargebacks and fraud metrics.

Ecommerce penetration continues to deepen across the region



Key takeaways



91%

of the census weighted sample say they now shop ecommerce, up from 87% in 2021



52%

of consumers now shop ecommerce monthly or more frequently than that - up from 47% in 2021 and 43% in 2020



88%

of MENA consumers say they'll maintain or increase their current level of ecommerce spending into 2023



50%

of consumers expect to be shopping ecommerce even more in the next 12 months - up from 47% who said so in 2021 and 46% who said so in 2020

“ Shoppers in MENA anticipate yet another hike in retail spend in the coming 12 months and anticipate that yet more of that spend will be made through digital channels.

In the past 3 years ecommerce has grown faster in the MENA region than anywhere else in the world, with an estimated 209 million consumers transitioning to online shopping during the height of the pandemic. And with the pandemic's lockdowns now behind us, the number of ecommerce shoppers in MENA only continues to grow. Latest estimates from Redseer have forecasted the total MENA ecommerce market size to be worth \$100 billion by 2023.

Moreover, our year over year data shows that not only are more consumers turning to ecommerce, but they are increasingly spending more of their time and money within digital channels. In 2022 we see the balance being tipped to a majority (more than half) of consumers across the middle east who now shop online monthly or more. As we drill down into the GCC we see that 9% of consumers are spending money online at least once per day, which is a 50% increase in the past 12 months.

Perhaps even more strikingly we now see 14% of Saudi shoppers reporting that they spend money online at least once a day as the ability to purchase an ever wider range of goods and services becomes increasingly central to their daily lives.

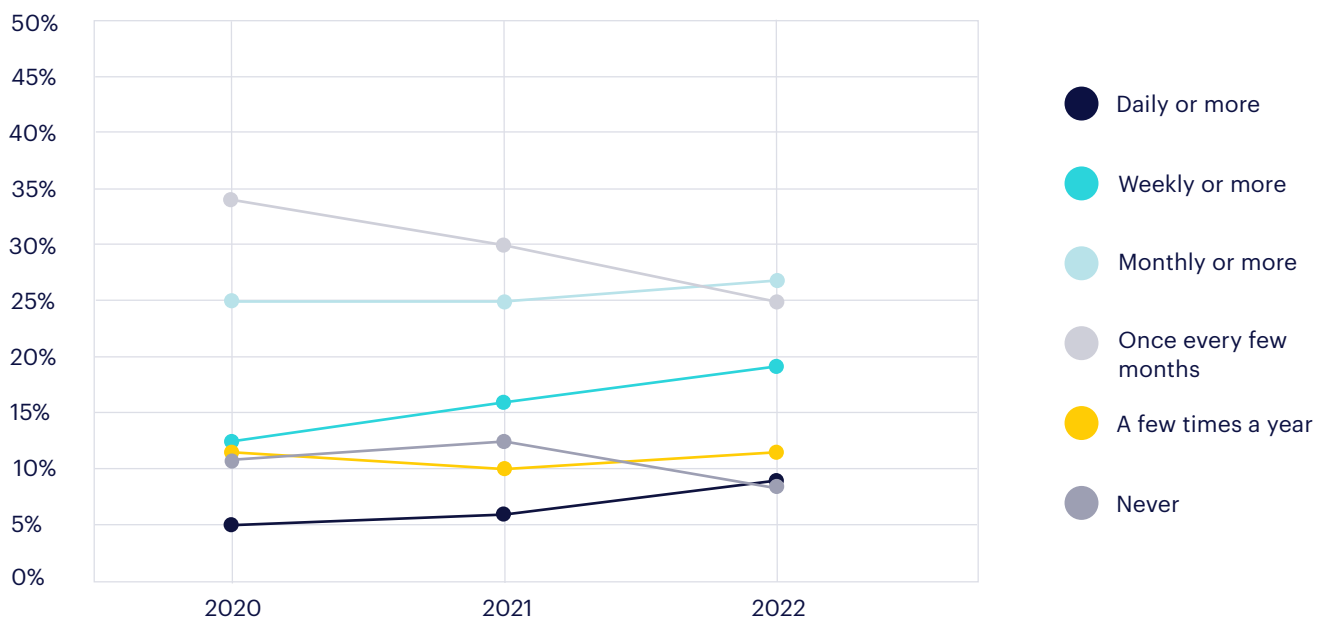
It is also not surprising, that while many other markets globally currently report a receding spend in many categories of goods and services, much of the MENA region does not find itself under the same economic pressures. In fact the region continues to report very high consumer confidence. Unlike consumers surveyed across Europe, the UK and the US (See Checkout.com's 2022 Retailer's Handbook), MENA's shoppers anticipate yet another hike in retail spend in the coming 12 months and anticipate that yet more of that spend will be made through digital channels.

Indeed as the regional economy thrives, and the pandemic recedes, we see an increase in consumers spending money online within categories such as travel and tourism, events and entertainment. We also see a growth in online shopping for luxury goods - a sector which had been famously wedded to its offline rarity pre-pandemic, but which underwent a significant digital overhaul. An investment which has continued to be well received and rewarded by eager consumers.

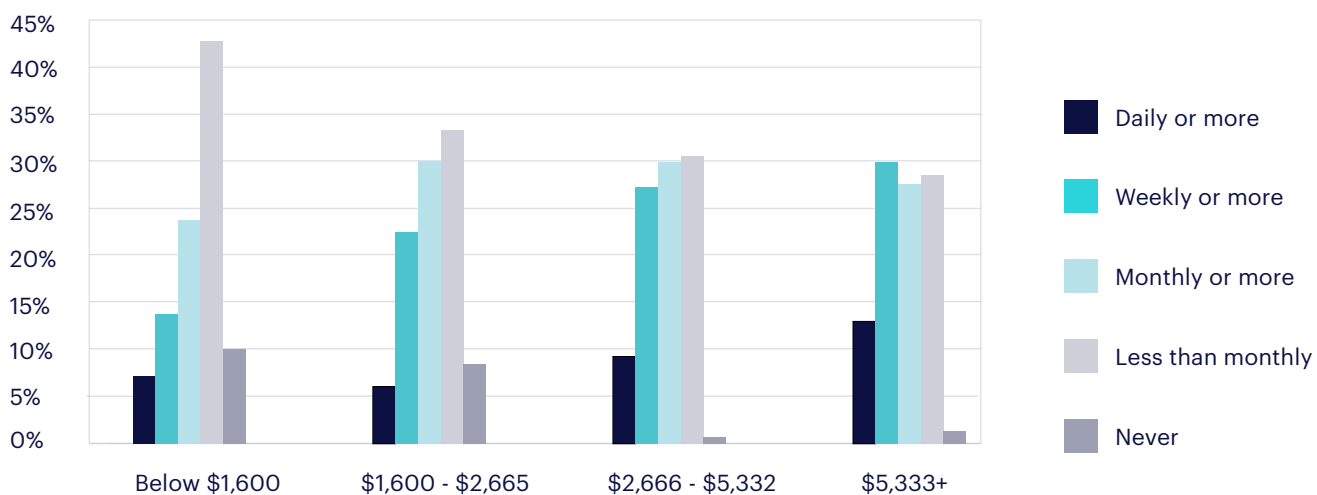
In particular, the region's highest income groups are increasingly directing their digital spend to these verticals. Some, 40% of the high income groups report increasing their online spend for travel and 20% report an increased spend online for events tickets in the past 12 months. Meanwhile 15% of high income groups have increased their online spend for luxury in the same period.

More MENA consumers shop online more frequently than ever

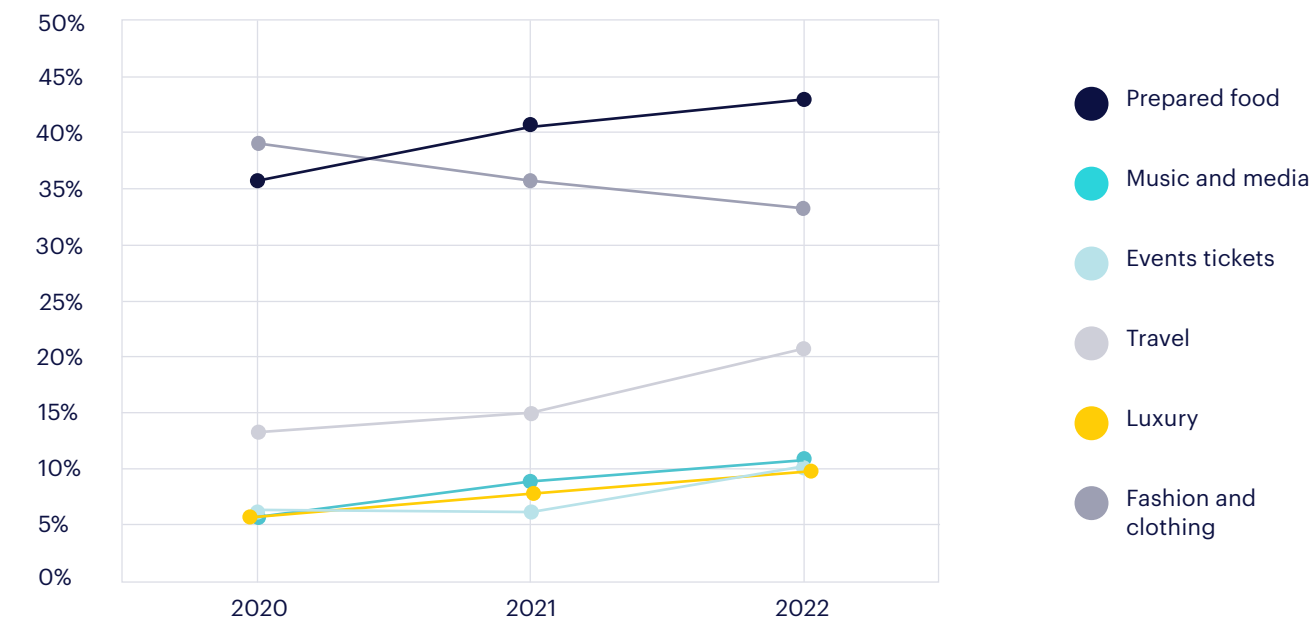
How frequently MENA consumers shop online by year



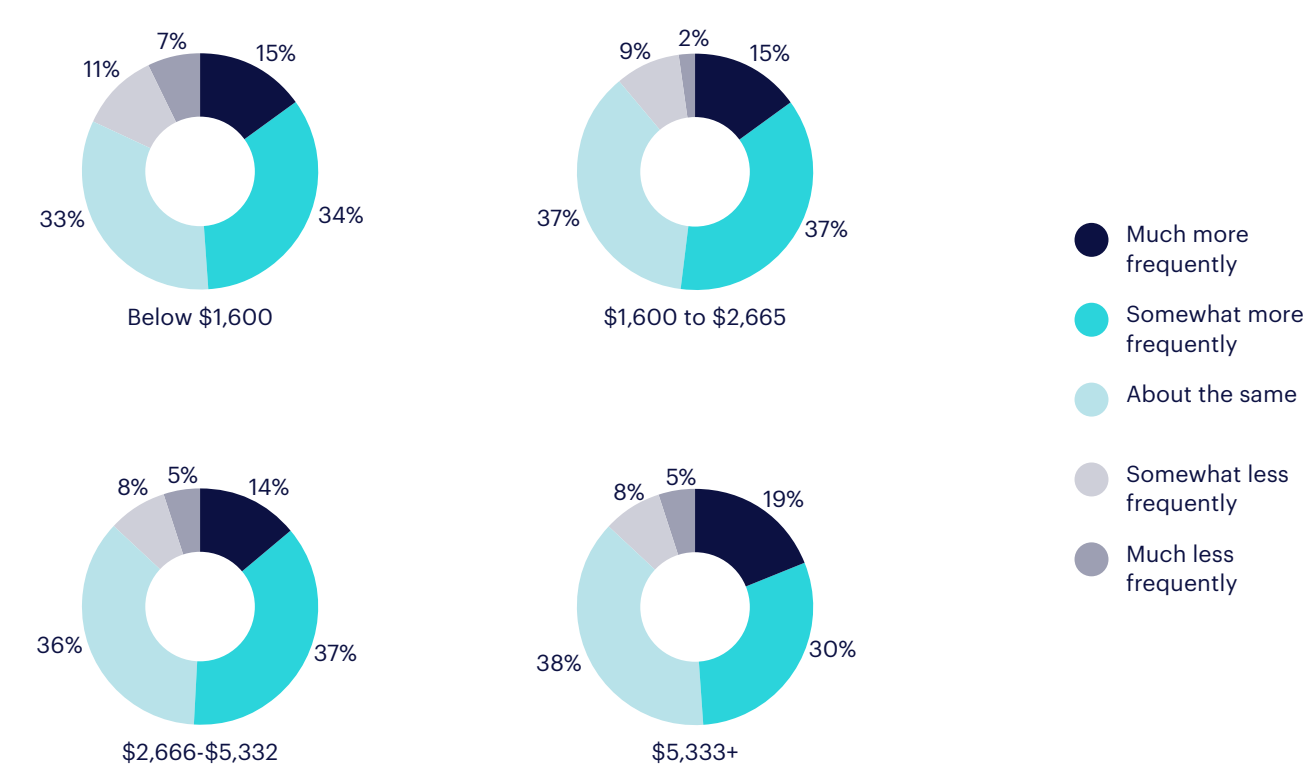
How frequently MENA consumers shop online in 2022 by income group



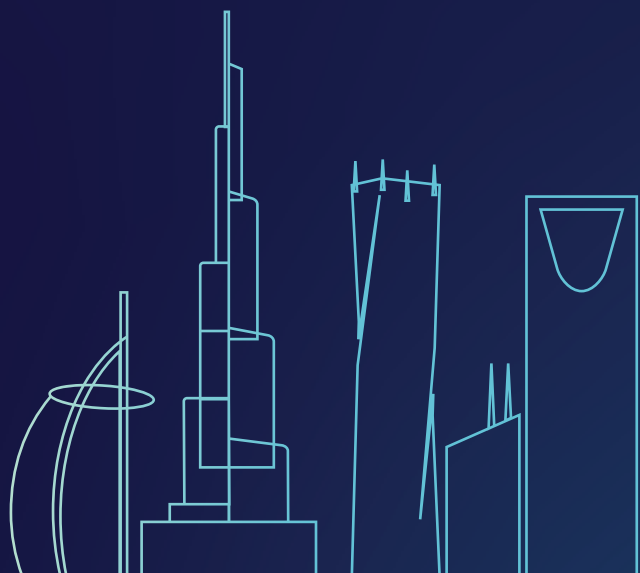
Portion of consumers who say they are purchasing more online than last year per category



Portion of consumers who expect to shop online even more frequently in the coming year by income group



Consumer appetite for digital payments keeps on surging



Key takeaways



70%

of consumers across MENA cite a digital payment method as their preferred option - up from 60% in 2021 and 40% in 2020 representing a 75% increase in 24 months



40%

The popularity of Cash on Delivery in MENA has dropped by nearly 40% in the past 24 months



80%

of consumers in the GCC now cite digital payments methods as their preferred option



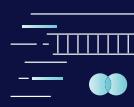
16%

of consumers cite digital wallets as their number one preferred payment method - up from 14% in 2021 and 10% in 2020 representing 60% growth in the past 24 months



82%

of consumers in MENA report using some form of fintech app in 2022, up from 76% in 2021



26%

of consumers in Saudi now say that digital wallets are their number one most preferred payment method for ecommerce

“ Trust in digital payments and fintech seems to be seeing a steady increase.

This is a region which has long been associated with the primacy of cash. Cultural, historical and socio-economic forces have all been powerful drivers of the regional attachment to cash, and, even in the ecommerce era, to Cash on Delivery (CoD). However, once again we see that a pandemic induced trend now seems to be maturing, independent of any strict enforcements of cash reduction. Of course governments, such as the Saudi one, have been keen to encourage and foster the adoption of digital payments instead of cash usage. But the year over year data seems to suggest that consumers don't need much persuading to continue giving up their cash-preference in greater numbers.

Indeed, we see an 11 percentage point decrease in preference for Cash on Delivery during the past 24 months. Countries such as Egypt and Pakistan are seeing an especially steep decline in the portion of consumers who cite CoD as their preferred payment method, so although they remain relatively cash-friendly, the trendline is significant.

Meanwhile, in countries such as Saudi Arabia and the UAE we now see only between a fifth and a quarter of the population expressing a preference for cash, and indeed CoD is close to non-existent as a way of paying for ecommerce. In both countries we see that consumers between the ages of 25 and 45 have significantly less attachment to CoD and it is predominantly the very youngest and oldest shoppers who express a continued preference for cash payments. However in the youngest demographic we see cash 'consuming' card usage but sitting below digital wallets in order of preference - with 32% of Saudi 18-24 year olds citing digital wallets, such as Google Pay or Apple Pay, as their number one payment method.

In fact, across the entire population we see a continued uptick in the adoption of digital wallets as the go-to payment method with a 6 percentage point increase in 24 months. In particular countries such as Egypt, Qatar and Saudi have seen a near doubling in the popularity of digital wallets, while in Pakistan it has more than quadrupled.

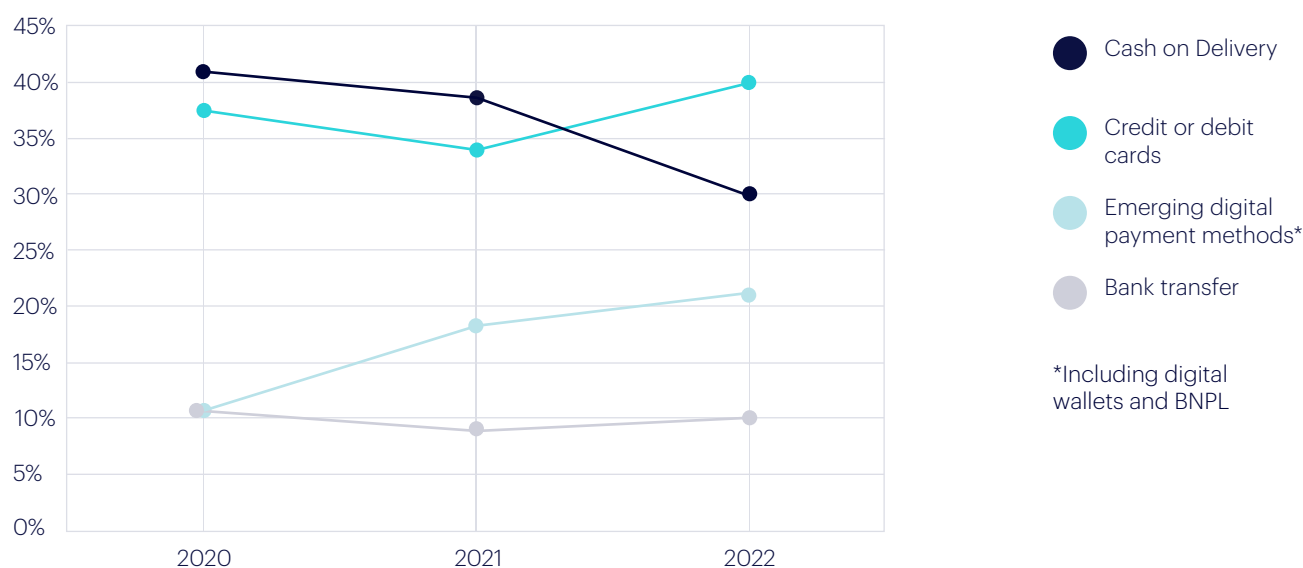
As an increasing number of people in MENA adopt fintech apps we can see, every 12 months, just how more and more consumers relate to their money digitally. They're increasingly willing to manage, hold and spend their wealth and earnings through the touch of a mobile device or personal computer. In 2020 we reported a significant degree of nervousness about the safety and security of wealth that couldn't be stored 'under the mattress' and exchanged between trusting hands. Trust in digital payments and fintech seems to be seeing a steady increase.

Moreover, we also track an increased interest in digital currencies, namely crypto and stablecoins. This is particularly notable in younger populations with more than half of consumers under 40 surveyed in the Gulf region believing that crypto currencies ought to be used for payments not simply as an investment asset. As Web3 emerges as a key component of the online experience, shoppers show a significant appetite for transacting on-chain, with a desire both to be paid and to pay in digital currencies rather than solely in fiat.

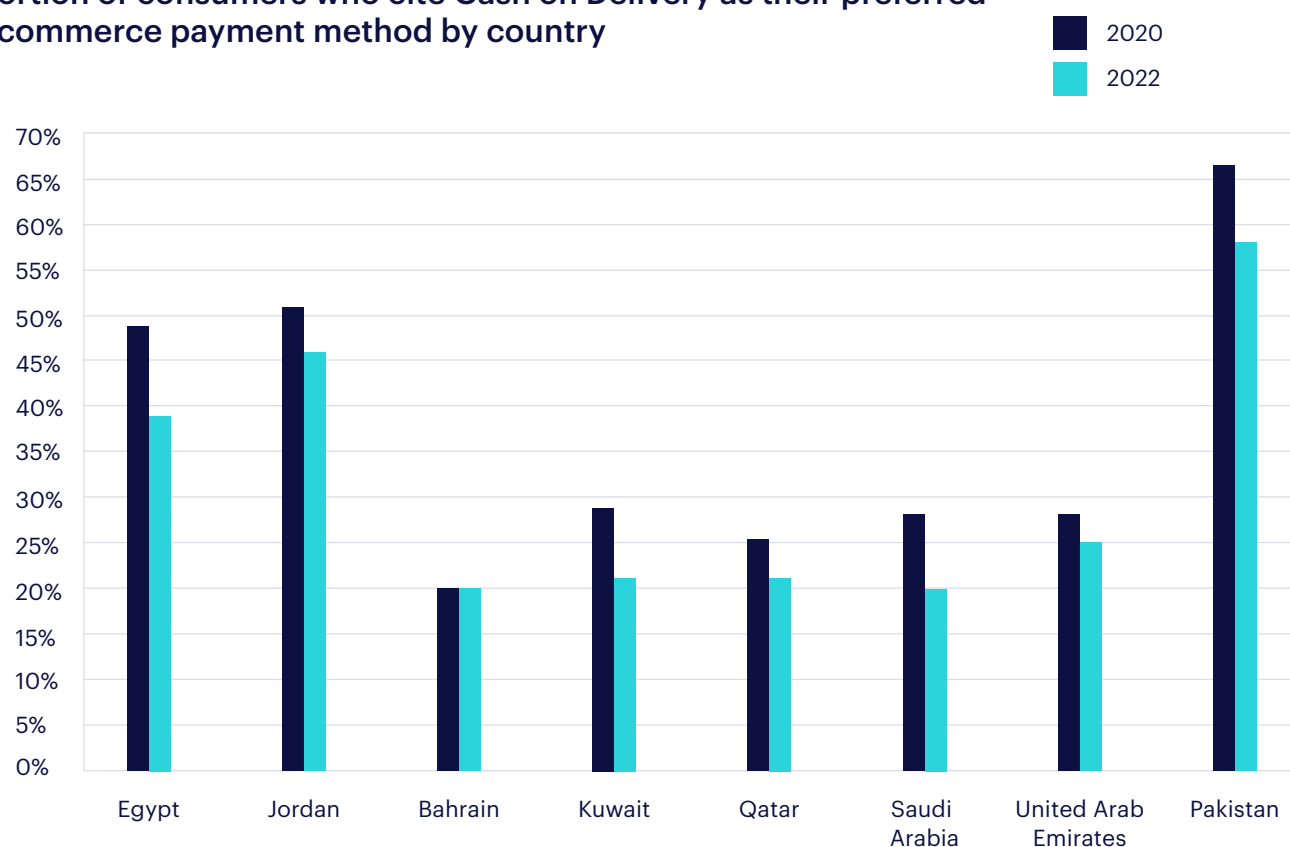
From the perspective of local merchants surveyed by Checkout.com at the start of 2022 (based in Saudi Arabia and the United Arab Emirates) all of these fast evolving payments trends are strongly on the radar. Nearly two thirds of merchants report that they now have payments embedded in their online offering, while three quarters intend to offer a plethora of embedded finance options within the next 12 to 24 months. Meanwhile a quarter of local merchants report that they intend to enable crypto payments at their online checkouts by 2024. As local governments make significant strides towards providing clear regulatory frameworks to support the safe and effective use of digital currencies, we anticipate significant activity in this space in the coming months and years.

More MENA consumers shop online more frequently than ever

Portion of consumers citing these payment methods as their preferred option for ecommerce by year

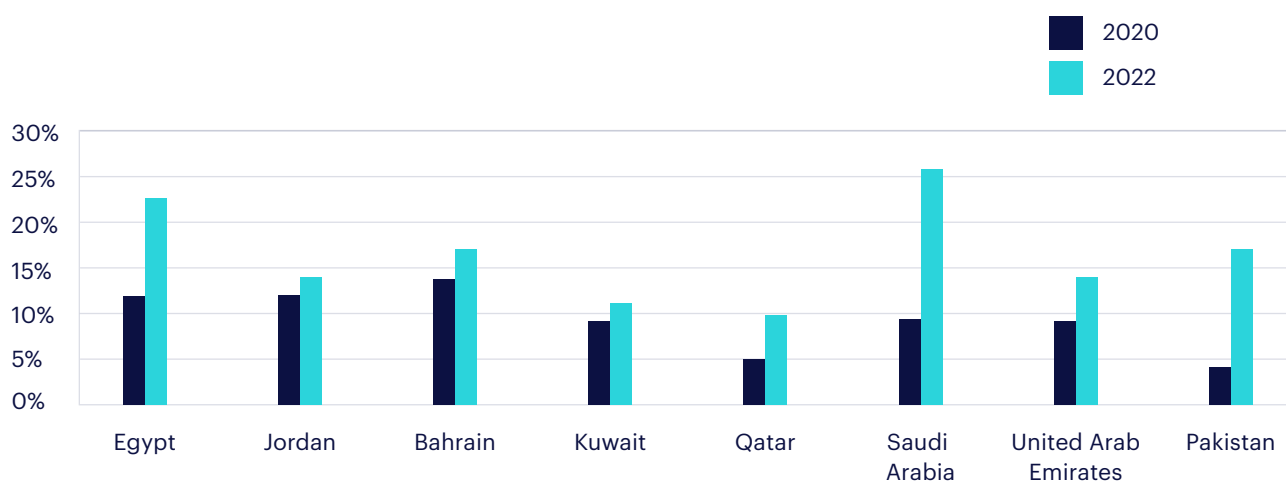


Portion of consumers who cite Cash on Delivery as their preferred ecommerce payment method by country

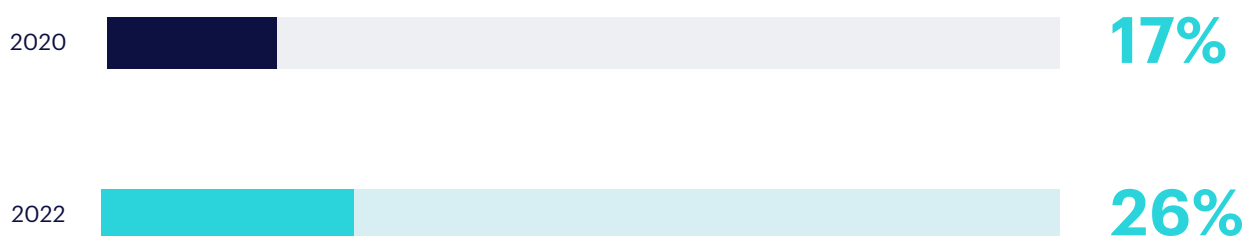


Digital wallets are increasingly popular in MENA

Portion of consumers who cite digital wallets as their preferred ecommerce payment method by country



Share of digital wallets payments as a portion of total ecommerce transactions in MENA



Source: Statista 2022

Cryptocurrencies are an emerging consumer trend in MENA*

38%

of 18-35 year olds have held digital assets such as crypto, stablecoins and NFTs

39%

of 18-35 year olds would like to be paid some of their salary in crypto

52%

of 18-35 year olds would like to be paid some or all of their salary in stablecoins

55%

of 18-35 year olds would like to be able to pay for goods and services in crypto or stablecoins in the next 12 months

*Of 4,000 consumers in Saudi Arabia and United Arab Emirates surveyed in February 2022, for the Checkout.com Global Crypto report

Local merchants strive towards embedded payments, BNPL and cryptocurrencies

"We currently have payments embedded in our online offering"



"We currently offer digital wallets as a payment method"



"We currently have a BNPL offering"



"We plan to offer a range of embedded finance solutions by 2024"



"We plan to offer crypto as a payment method by 2024"



Watch this Web3-sized space in MENA's innovative digital economy



Max Rothman

Head of Crypto & Digital Assets
Checkout.com

These are exciting times for the MENA region when it comes to the unfolding potential for crypto and Web3 to change and improve the way the region does business. The United Arab Emirates, a recognised 'crypto hub', was one of the first countries to actively adopt and regulate cryptocurrencies. Meanwhile, the Kingdom of Saudi Arabia announced (September 2022) the appointment of Mohsen AlZahrani as 'Crypto Chief' tasked with leading the nation's virtual assets and central bank digital currency program. Therefore we expect to see a world where both Gulf states forge a path to becoming vitally important leaders in crypto adoption, regulation and innovation.

In our own Checkout.com global study, believed to be the largest of its kind, we found that as many as 38% of 18-35 year olds across both countries have invested in digital assets including cryptocurrencies and NFTs. Given the youthful, highly educated, tech-savvy and largely affluent nature of the population in KSA and UAE this level of engagement is hardly surprising.

Of course, this enthusiasm for crypto has at times made policy makers nervous. And, as has been true of regulators across the globe, local governments have been cautious of the volatile nature of some such assets. Nevertheless, as the market matures we see local users become ever more savvy in their understanding both of their investments but also in the potential of the underlying technology.

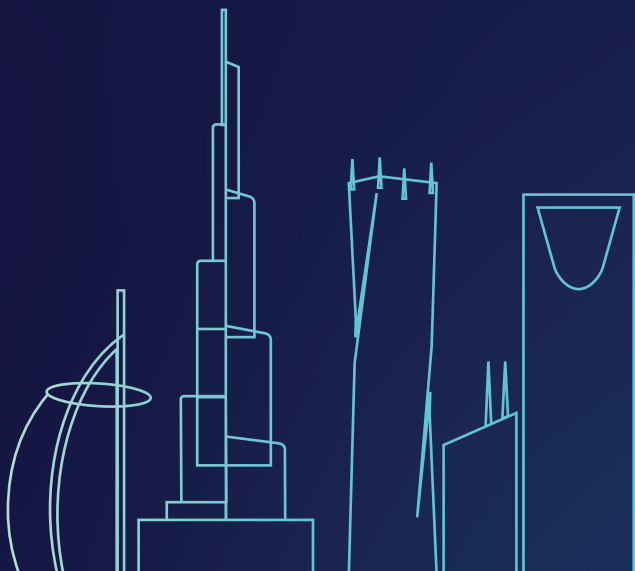
With this comes a clear appetite from both consumers and businesses to tap into the structural benefits of transacting on-chain. It is also this appetite for innovation and efficiency which is a driving force behind the region's progressive approach to regulation.

As the local workforce express a significant interest in being paid in stablecoins or crypto currencies they also believe that digital currencies should be made available for use when purchasing goods or services. Some 54% of consumers we surveyed in the region believe that on-chain payments will make transactions significantly faster; and 49% believe transactions on-chain will be significantly safer. Meanwhile 80% of merchant businesses in the region see faster payments as a significant benefit of crypto or stablecoin transactions. It is little surprise then that as many as a third of local merchants say they are looking to start settling their B2B payments in stablecoins; and, taking note of consumer demand, a quarter are looking to offer crypto payments acceptance at the online checkout, if they don't already do so. Meanwhile 65% of local businesses confirm that employees are beginning to ask about being paid in digital currencies and a similar portion are actively looking into making this possible.

These dynamics of appetite and desire, when it comes to digital assets and currencies, are of course part of a bigger story that is unfolding, globally yes, but in the region in particular. That is to say that when we think of the thriving digital economy which exists in the middle east today we cannot view it in isolation from Web3 - and the many ways in which Web2 is, and will be, bridging into Web3.

Today's businesses who thrive in the digital sphere are seeing and tapping the opportunity that comes from the on-chain, decentralized Web. The ways in which this manifests will be varied and often yet to be defined. They'll be driven by market forces such as the fact that businesses want to keep up with consumer demand but also see an opportunity to turbocharge their treasury and finance efficiencies - for example. Meanwhile we do well to consider the specifics of the local demographic which is not only young and smart but also constitutes a large population of gamers, content creators, social media streamers and other independent digital entrepreneurs. A staggering 42% of the Saudi and UAE 18-35 year olds consider themselves very keen, or even professional, gamers while 16% say they make a living from creating online content. These communities are at the global frontier when it comes to using digital assets and turning digital ownership to their advantage. They're already living in the third iteration of the web and they know which aspects of it they want to see becoming mainstream.

**Buy Now, Pay Later
is on a steep
adoption curve**



Key takeaways



50%

of consumers in the United Arab Emirates and Saudi Arabia used BNPL this year



39%

of consumers across all of MENA have used a BNPL option in 2022, up from 24% of consumers in 2021 representing 64% year over year growth



7%

of the highest income earners cite BNPL as their most preferred payment method for ecommerce



28%

of consumers who have not used BNPL hope to use it in the next 12 months, meaning as many as 67% of consumers in MENA may use BNPL in 2023



10%

of Saudi consumers say that BNPL is their number one most preferred payment method for ecommerce

The MENA Buy Now, Pay Later (BNPL) market size was valued at \$7.18 billion in 2021 and is expected to reach around \$89.27 billion by 2030 and poised to grow at a compound annual growth rate (CAGR) of 32.31% from 2022 to 2030, according to research by PrecedenceResearch.

Without doubt the sector is thriving. It appeals to the region's young demographic and provides, regionally compliant, interest-free lending to digital shoppers with a growing appetite for ecommerce. In August 2022, BNPL firm Tamara raised \$100 million in a series B funding round. Tamara, which has over 3 million active shoppers, is one of the region's largest BNPL providers. The BNPL provider has so far raised \$215 million in capital and has partnered with firms including IKEA, Jarir, SHEIN and NAMSHI to allow their consumers to pay in installments.

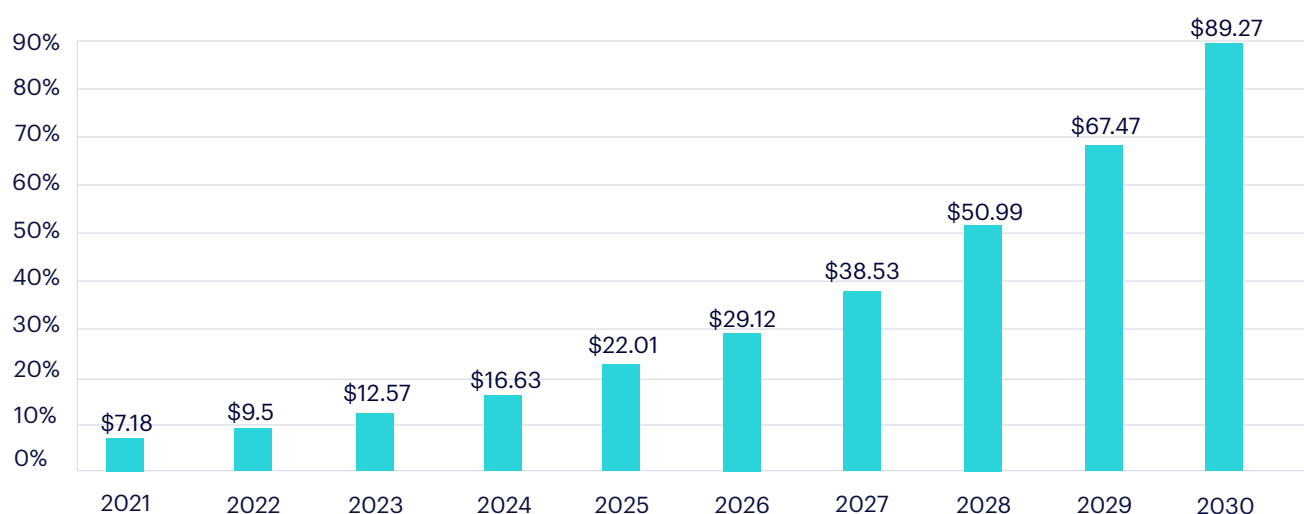
“Experts valued MENA's BNPL market size at \$7.18 billion in 2021 and expect it to reach around \$89.27 billion by 2030.

Take up of BNPL in the region has skyrocketed, so much so that “people cannot imagine a checkout page without it”, according to Abdulmajeed Alsukhan, co-founder and CEO of Saudi Arabia-based Tamara. “The market has been underserved for a long time, we have a unique case in the GCC where most banks have focused on corporate banking. Most of the banks were reluctant to give loans unless you worked for the public sector. They would make it very, very hard for you to access simple, small amounts of credit.”

Commentators note that the history of a strong culture of cash provides a foundation for the popularity of BNPL in MENA since this new digital payment method replicates the experience of receiving a product or service before paying for it. There is some evidence that a significant minority of consumers still view BNPL as a cash replica in that regard, however increasingly it is simply viewed as part of the suite of digital payments and fintech options which 59% of respondents cite as improving their lives by increasing efficiency and transparency of financial services.

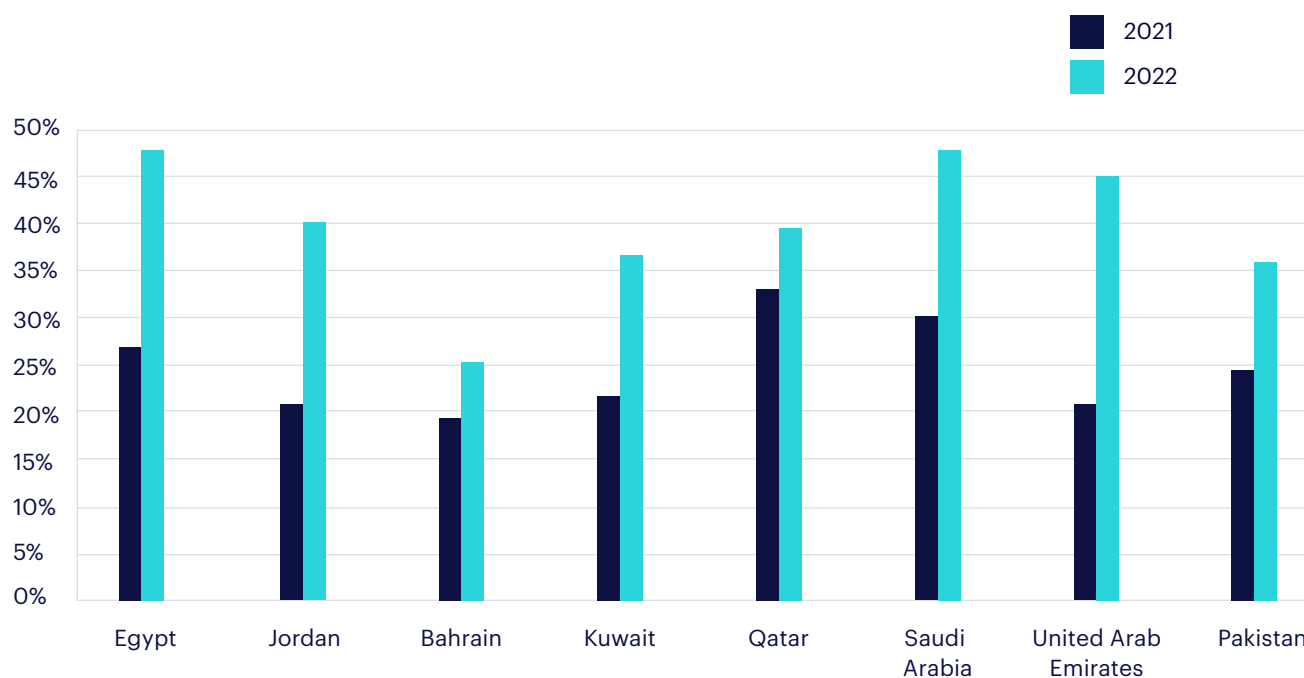
BNPL booms, and is set to keep growing across the region

Middle east BNPL market size, 2021 to 2030 (USD Billion)

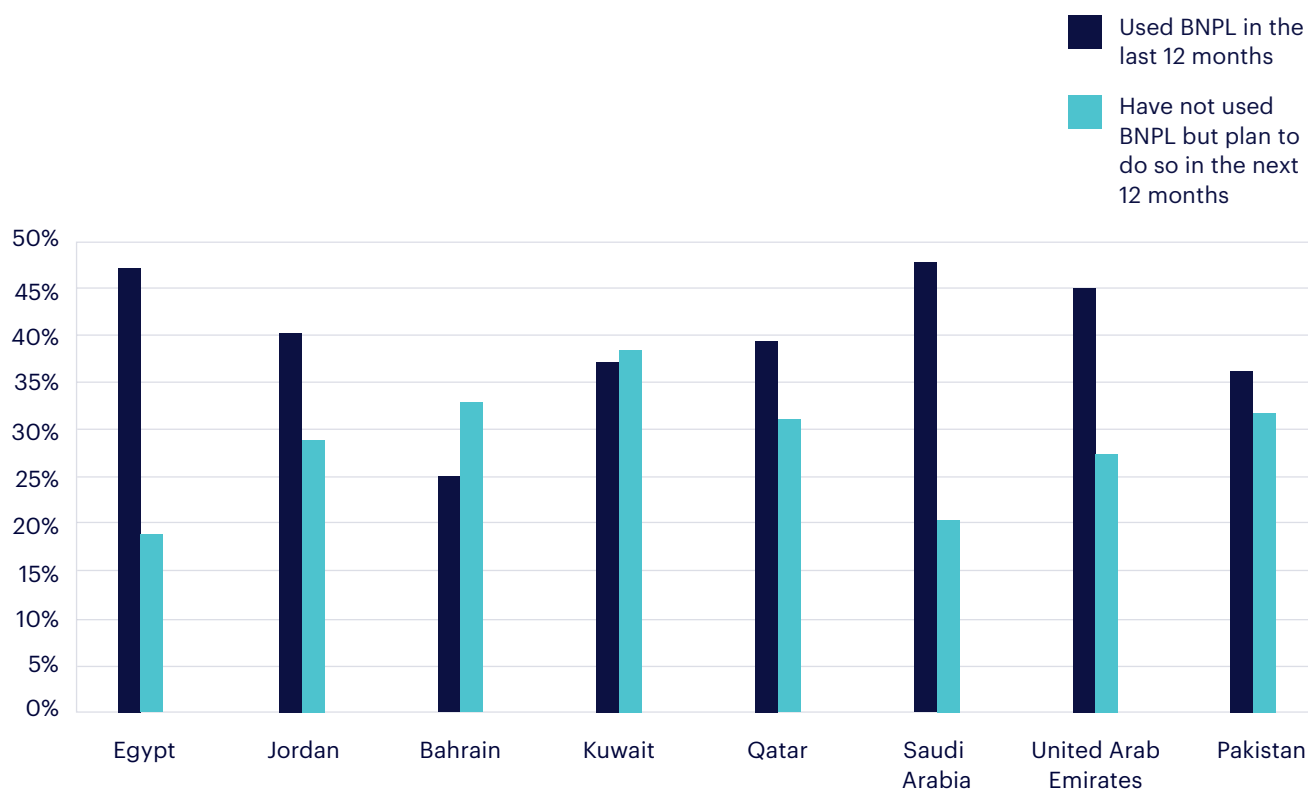


Source: [Precedence Research](#)

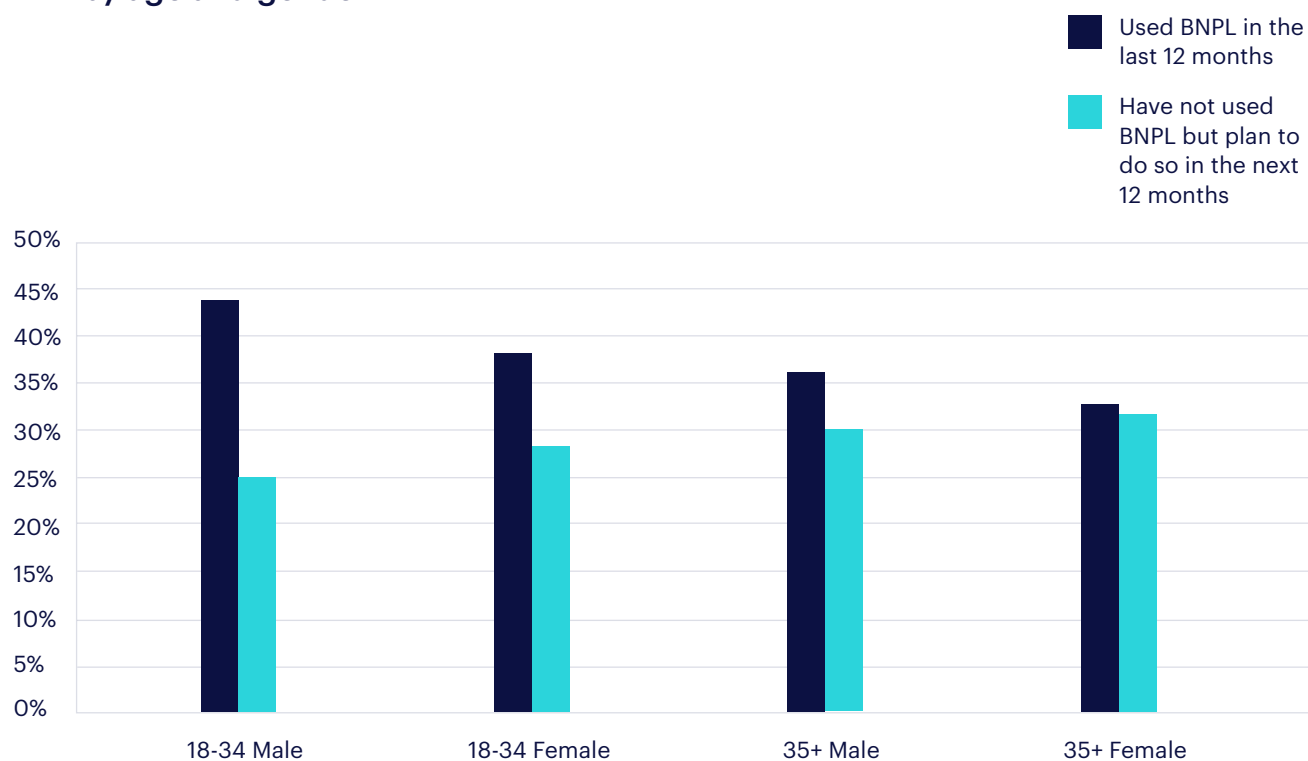
Portion of consumers who have used BNPL in the past 12 months by country



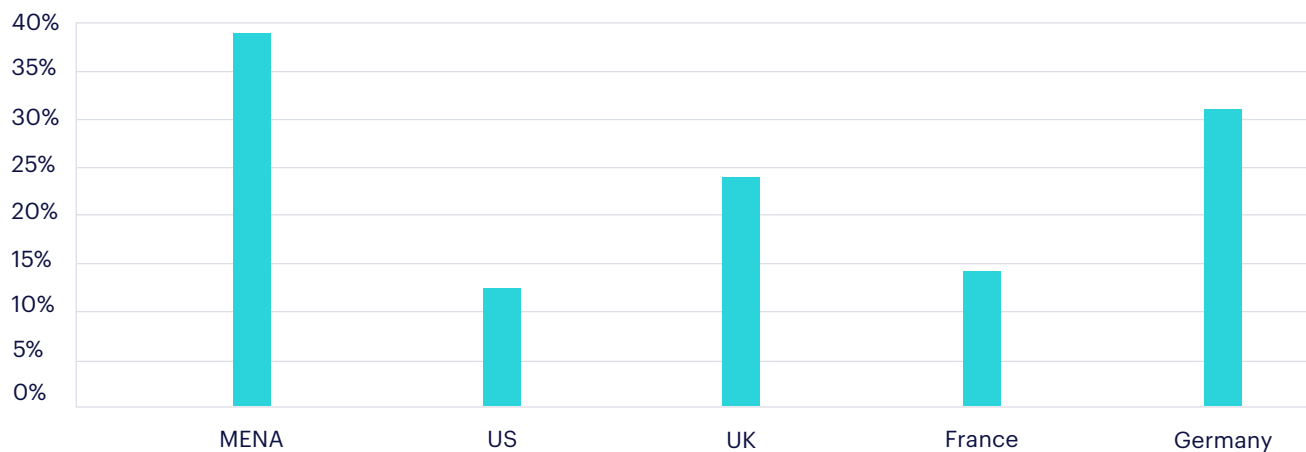
Portion of consumers who have used, or plan soon to use BNPL per country



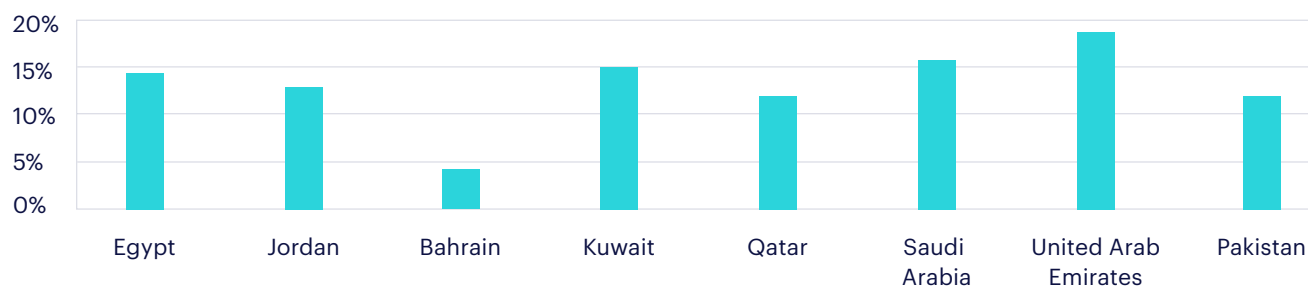
Portion of consumers who have used or plan to use BNPL by age and gender



Portion of consumers who have used BNPL in the past 12 months in MENA compared with US and European markets*

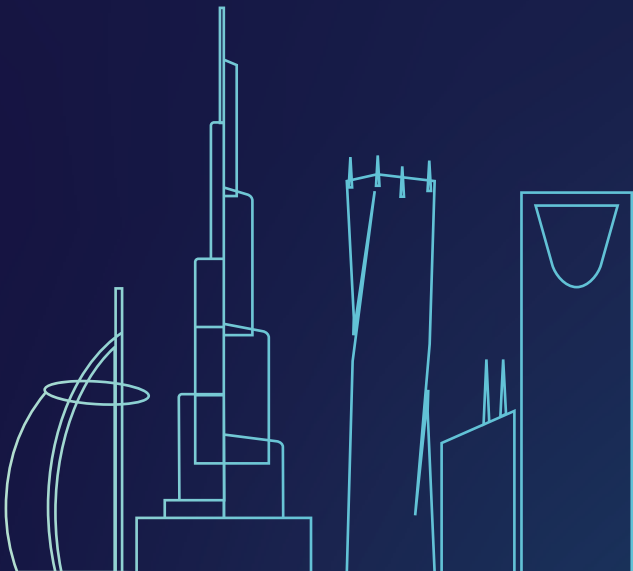


Portion of consumers who view BNPL as a desirable digital 'try before you buy' alternative to cash



*Checkout.com 2022 survey of 9,000 consumers in US and Europe

MENA's ecommerce channels have matured and diversified fast



Key takeaways



20%

of consumers in MENA say they most frequently shop ecommerce in a social media channel representing a 43% growth in the past 24 months. Meanwhile the preference for social commerce more than doubled in Saudi and UAE



82%

Preference for social commerce among young men in MENA has grown by 82% in the past 24 months



50%

Appetite for discount outlets drops by 50% as consumers enjoy strong spending power



24%

of consumers in MENA say they most frequently shop ecommerce via a retail or D2C brand app or website, up by 50% since 2020



50%

of consumers in MENA say they most frequently shop ecommerce via a mobile app in 2022, up from 48% in 2021 and 45% in 2020



55%

of consumers in MENA say they most frequently shop ecommerce via a marketplace platform



33%

of consumers cite cross-border shopping as a key driver of their ecommerce consumption

Marketplaces remain popular but retailers are catching up

In 2020 alone, Checkout.com had more than 1,000 new merchant inquiries seeking to turn on digital payments in MENA for the first time. This means that today consumers have a much richer and more varied set of choices when it comes to their online shopping in the region.

In particular we see the impact of a greater choice of retailer and D2C brands accessible to consumers in the region both via mobile apps as well as through websites which are now fully equipped with digital payments capabilities.

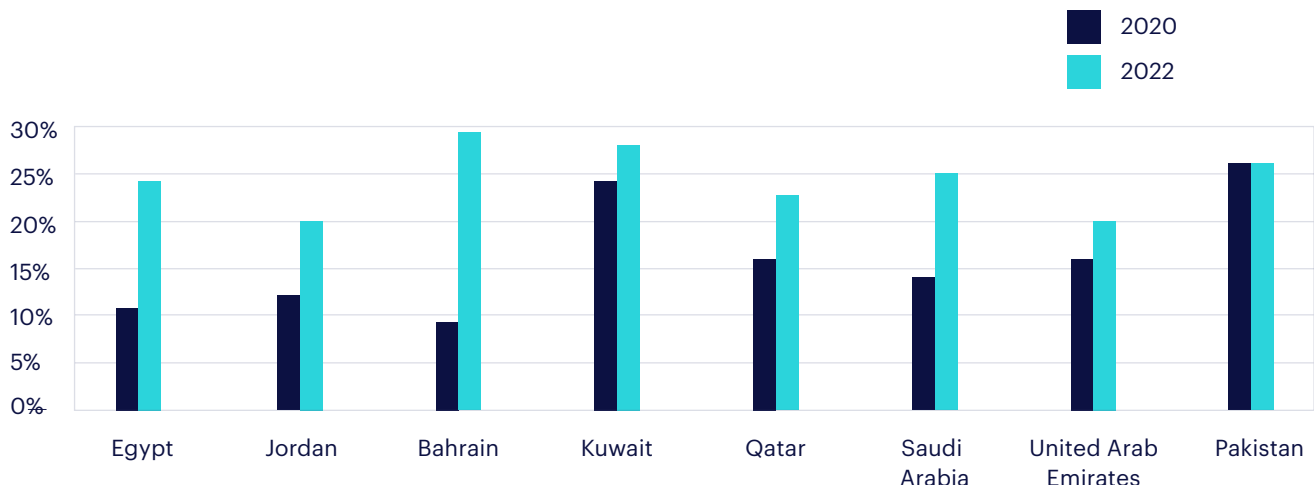
Consumers have been quick to adapt to the increased choice and to reward merchants for their digitization efforts and investments. In the space of two years consumers report a 50% growth rate in their preference for shopping directly with brands. This represents a diversification since the beginning of the pandemic when a lot of the ecommerce options existed on digitally native marketplaces. MENA's consumers now have a rich variety of marketplace, retailer, D2C and social channels to shop from.

Consumers in the region continue to report strong preferences for shopping on marketplace platforms too. consumer demand for varied, Overall we see a significant appetite for marketplaces serving consumer demand for

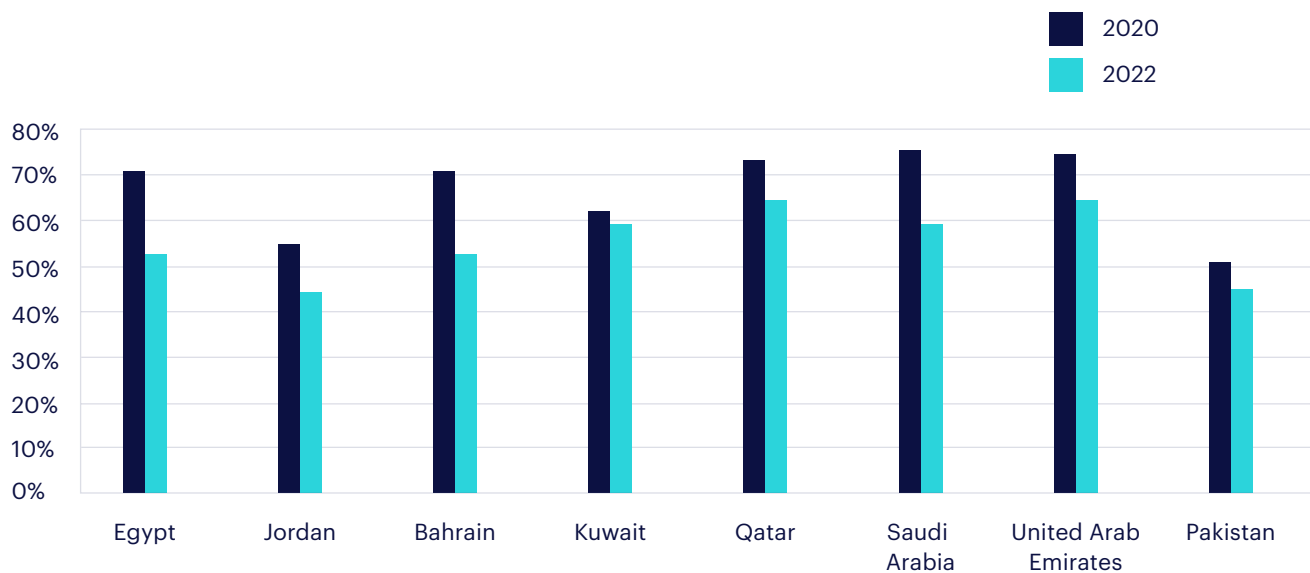
varied, cross-border retail optionality as well as for travel, luxury and for food. The regional trend for q-commerce (or quick commerce), where items ordered online can be delivered within minutes or hours of purchase, is also powering the marketplace sector in the region. With MENA's q-commerce market alone expected to grow from \$9 billion in 2020 to \$20 billion by 2024, according to Statista, this trend represents one of the region's fastest growing sectors. In addition we see high regional penetration of marketplace platforms for luxury goods and for the gig/services economy.

The segment of marketplaces which saw a significant year over year drop in consumer interest was discount marketplaces. We see the popularity of discount marketplaces drop by 38% during the last 24 months. This detail is a striking indication of the economic confidence and spending power which now stands out as unique to MENA when compared with most other markets. As shoppers strive for ever more captivating, convenient and varied online shopping experiences, global and local brands can differentiate through innovation and digitization in a region where appetite, engagement and spending in digital commerce continues to be higher than ever before.

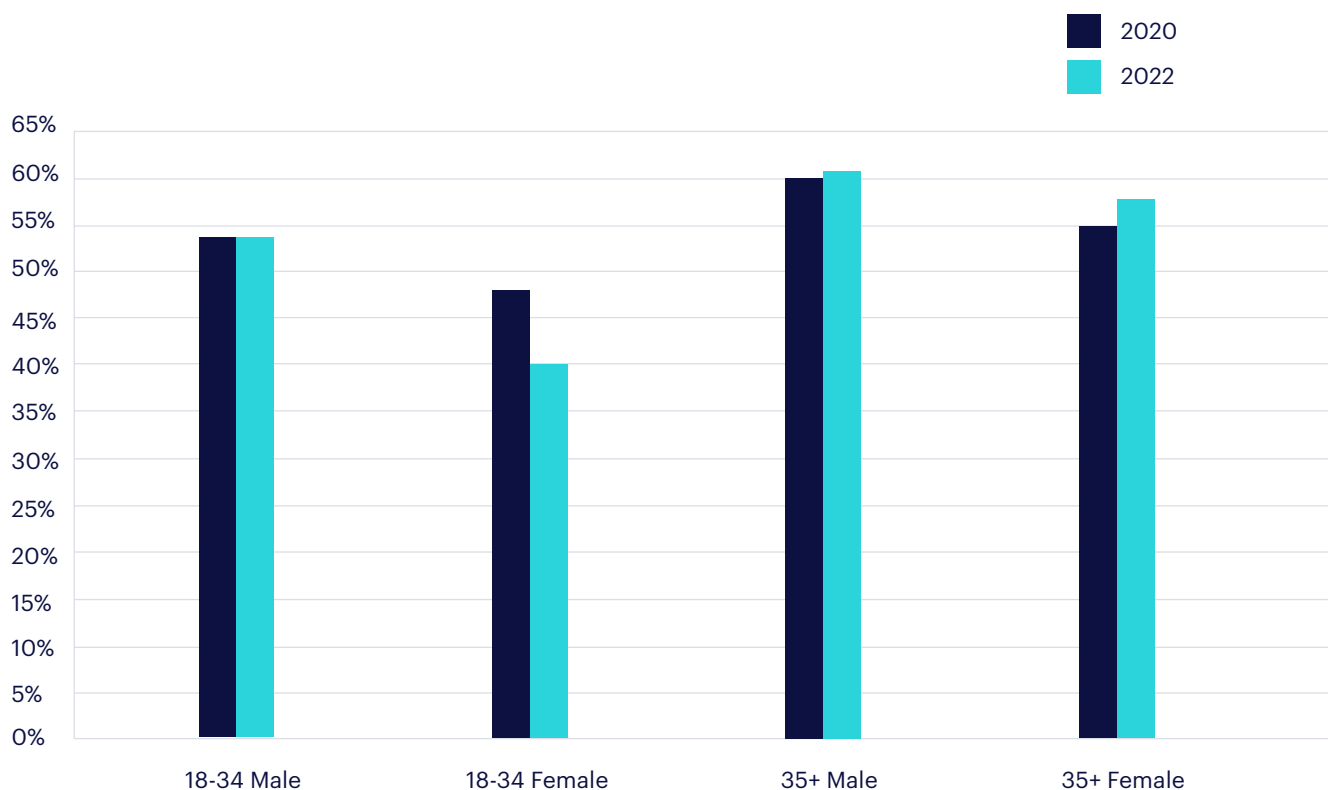
Portion of consumers who cite retailer brands or D2C brands as their most commonly used ecommerce channel by country



Portion of consumers who cite marketplace platforms as their most commonly used ecommerce channel by country

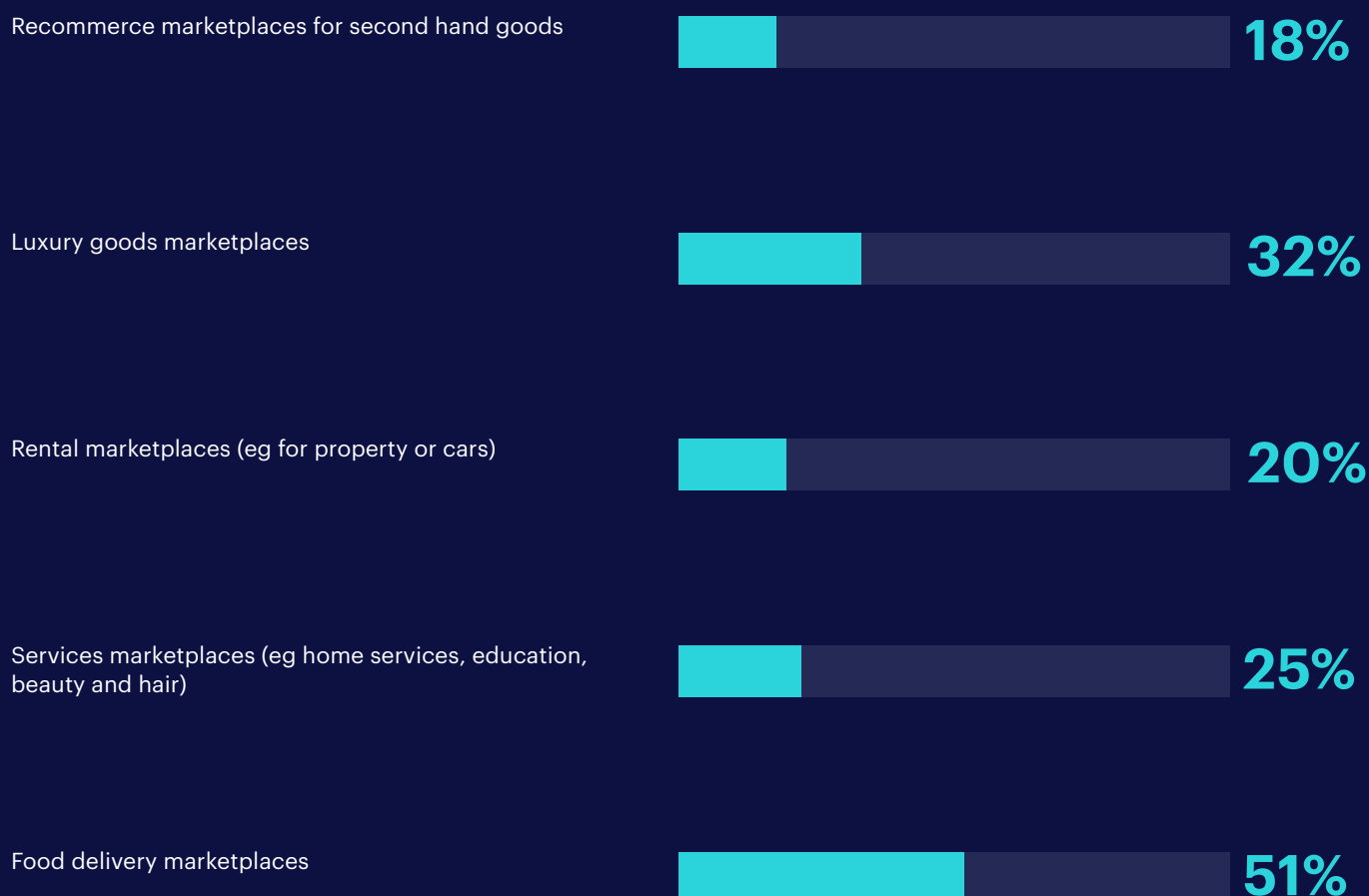


Portion of consumers who cite marketplace platforms as their most commonly used ecommerce channel by gender and age



Marketplaces offer a variety of popular services to local shoppers

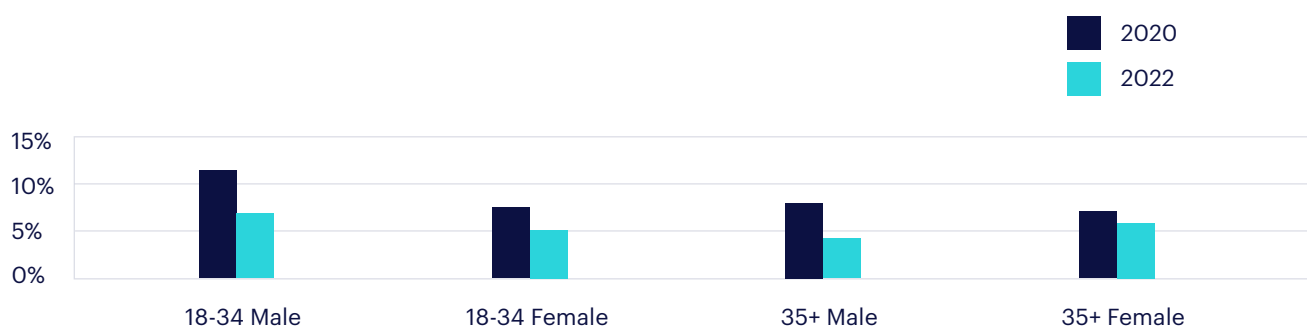
Portion of consumers who used each of the following marketplace types in the past 12 months *



*Of 4,000 consumers in Saudi Arabia and United Arab Emirates surveyed by Checkout.com in February 2022

Discount marketplaces are in lesser demand today than in 2020

Portion of consumers who cite discount marketplace platforms (on any device) as their most commonly used ecommerce channel by gender and age



Social commerce continues to grow

“ Consumer brands have found great success by tapping into the trend for social commerce by allowing consumers to shop and pay within these platforms.

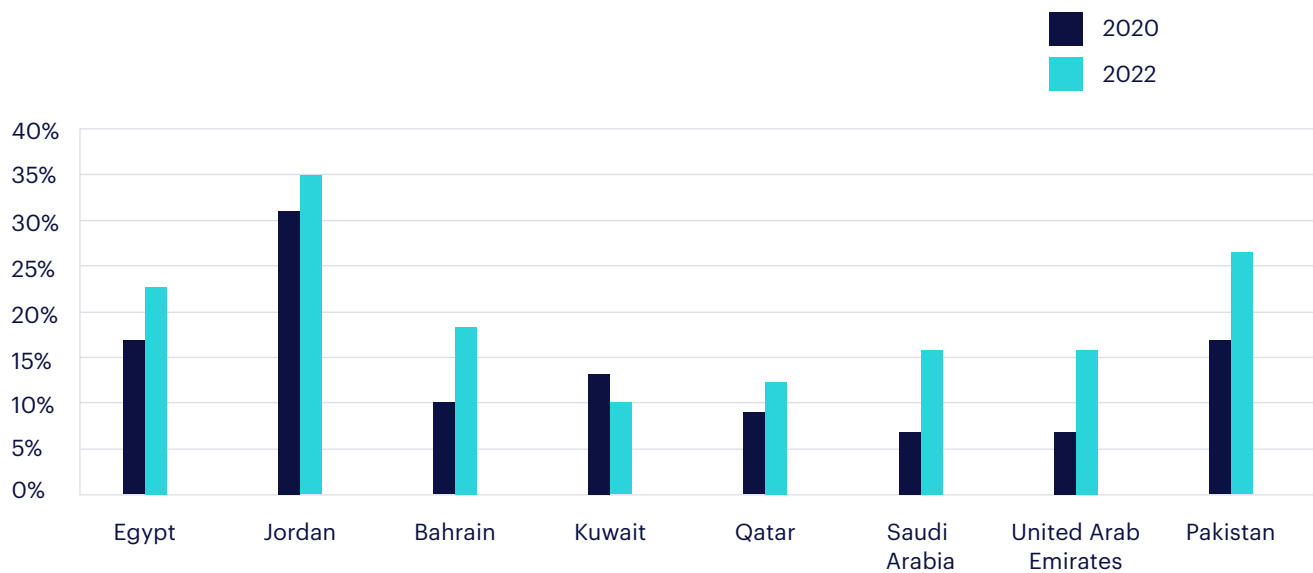
MENA has a young population which has long been very mobile-centric and spends many hours on social media and streaming channels. Indeed they are among the most vociferous users of social media in the world, and the transition to social commerce has been a natural one in the past couple of years. In fact social channels have swiftly become the bedrock of online shopping activity in the region. In Saudi Arabia, Snapchat is the most popular social media platform with more than 20 million users. In the UAE, WhatsApp and Facebook Messenger take the lead. Across the region Facebook, Instagram, TikTok and Youtube are other popular channels where shoppers browse for goods and services and share tips, recommendations and reviews from influencers and friends alike.

Amid growing demand from retailers to provide their customers with fun, entertaining and innovative online shopping experiences, some brands are now launching their own video shopping platforms. For instance, in December 2021, ShopperON launched a video shopping platform in the UAE. This platform allows individuals to host live streams and stores to create and host their own branded channels within the platform.

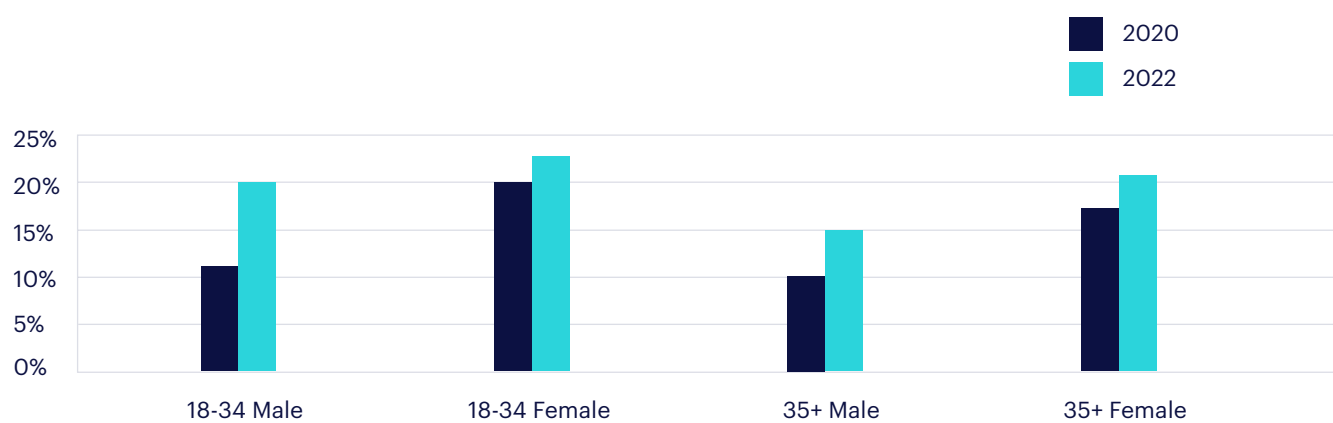
Consumer brands have found great success by tapping into the trend for social commerce by allowing consumers to shop and pay within these platforms. While social and live commerce first took-off in China and southeast Asia, global brands have sought to take the billion dollar opportunity to other markets. Recent data suggests that this trend may be contracting in certain western markets, as economic challenges drive a different set of priorities for western shoppers. However, the market for social commerce in MENA continues to thrive. Perhaps most striking is the growth in popularity of social commerce among men in the region. In 2020 and 2021 we saw that the female demographic were early adopters of social commerce. In 2022 we see the biggest year over year growth among the male population reporting a significant preference for social shopping.

“ In 2020 and 2021 we saw that the female demographic were early adopters of social commerce. In 2022 we see the biggest year over year growth among the male population reporting a significant preference for social shopping.

Portion of consumers who cite social media as their most commonly used ecommerce channel by country

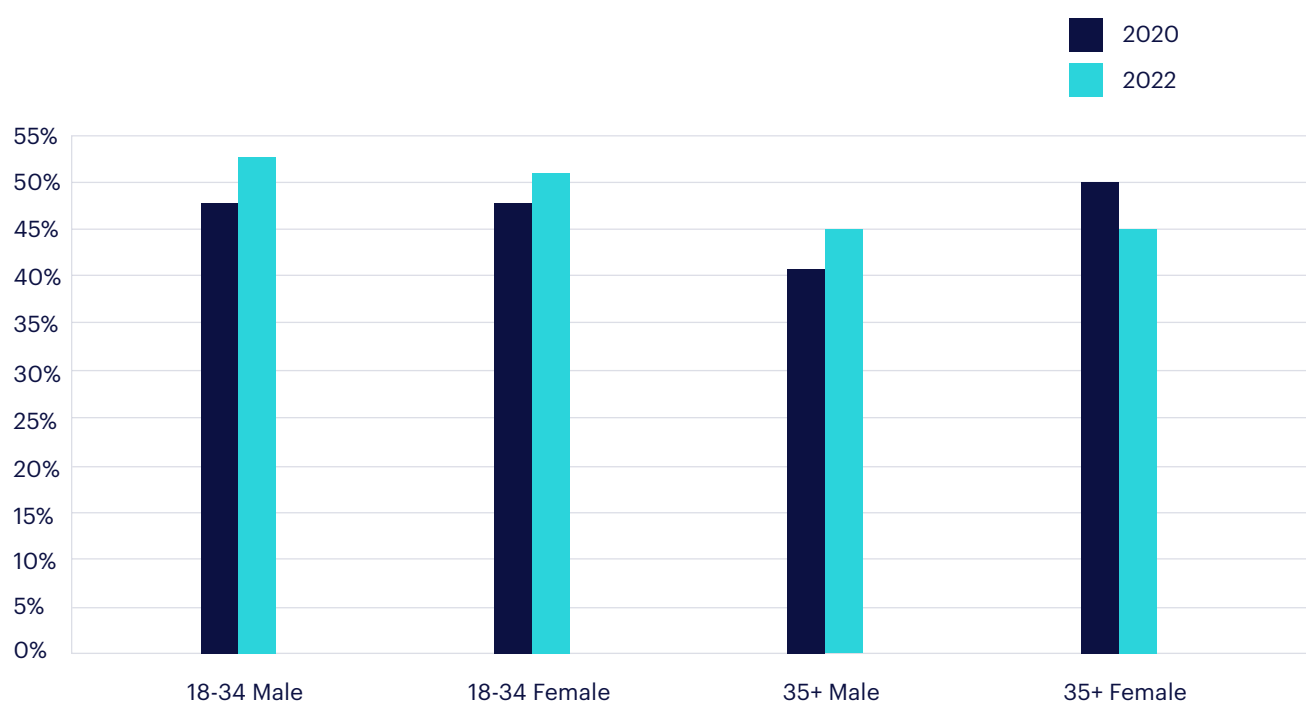


Portion of consumers who cite social media as their most commonly used ecommerce channel by gender and age



Smartphones remain a key shopping channel

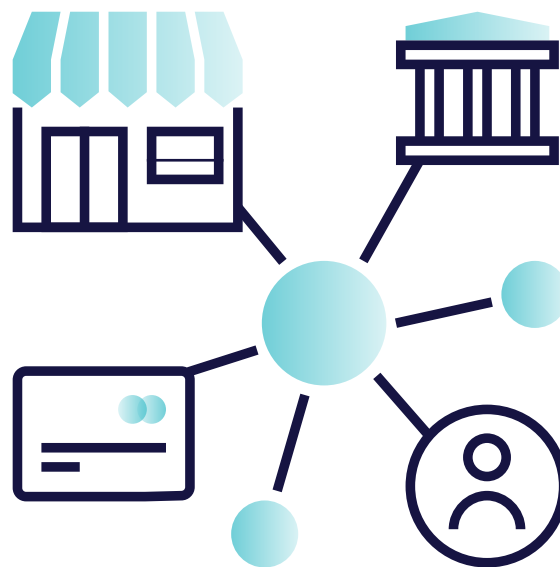
Portion of consumers who cite smartphone apps as their most commonly used ecommerce channel by gender and age



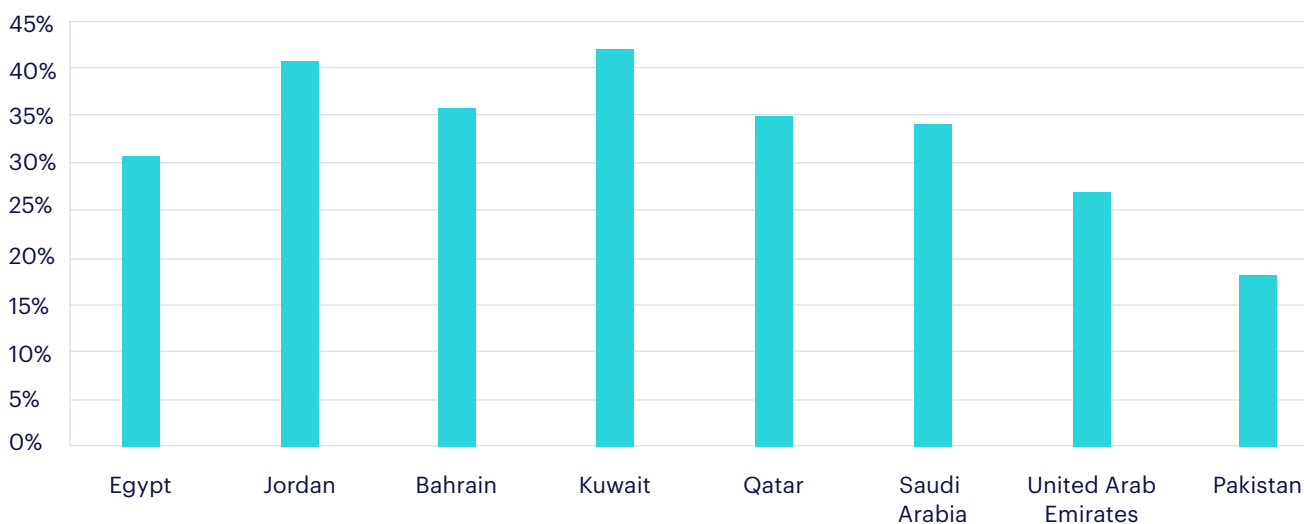
Global brands have an opportunity to thrive in MENA's digital economy

Ecommerce is the gateway to a global market. Throughout the MENA region consumers are hungry to purchase across borders - both within the region and across the globe. Shoppers here look to brands in China, Europe and the US as well as those closer to home. From a merchant perspective the opportunity is vast in this economically resilient region.

There are many local nuances that cross-border sellers, looking to tap the full MENA opportunity, need to know in order to succeed. Perhaps the most important starting point however, is to ensure that you are enabling your potential consumer base by offering the correct payment methods. Local payment methods and varying preferences for alternative payment methods are a hallmark of the region and without matching consumer needs at the checkout merchants will be falling at the final hurdle, leaving millions on the table. In the upcoming chapters we will be exploring the economic impacts of payments performance in more detail. And we hope you'll join us as we take a deep and detailed look at just how merchants can thrive when doing business in this region full of growth and potential.



Portion of consumers who cite cross-border shopping as a leading incentive to shop ecommerce



Checkout.com Local Payment Method Integration Checklist

 checkout.com			
Country	Digital wallet/ APM	Domestic cards	Global cards
UAE	  		  
KSA	   		  
Qatar	  		  
Bahrain	   		  
Oman	 		  
Kuwait	  		  
Egypt	  		  
Jordan	 		  
Pakistan	 		  

Expand in MENA with the leading payments platform built for global business

Checkout.com is a global payments solution provider that helps businesses and their communities thrive in the digital economy. Purpose-built with performance, scalability and speed in mind, our modular payments platform is ideal for enterprise businesses looking to seamlessly integrate better payment solutions. With a global team spread across 19 offices worldwide including Dubai, Riyadh and Karachi, we offer innovative solutions that flex to your needs, valuable insights that help you get smart about your payments' performance, and expertise you can count on as you navigate the complexities of an ever-shifting world.

We offer all major international credit and debit cards and popular local payment methods, including Tamara, Mada, Knet, QPay, Fawry and more. It's why innovative brands like HungerStation, Farfetch, Jarir, Alshaya, Deliveroo, Cafu, Bitoasis, Carrefour, Talabat and Careem all use our cloud-based payments platform. Our on-the-ground presence and understanding of the regional payment ecosystem make us the ideal partner for optimizing your digital payments in MENA and beyond.

Find out more at Checkout.com

