

MENA e-com map: UAE

Joint project by WEE.ae and Data Insight

Feb 2025

E-commerce organizations

Industry communications

Communities Legal support



Investment

Funds



Finance & analytics

Analytics

Business analytics



Payments and finances

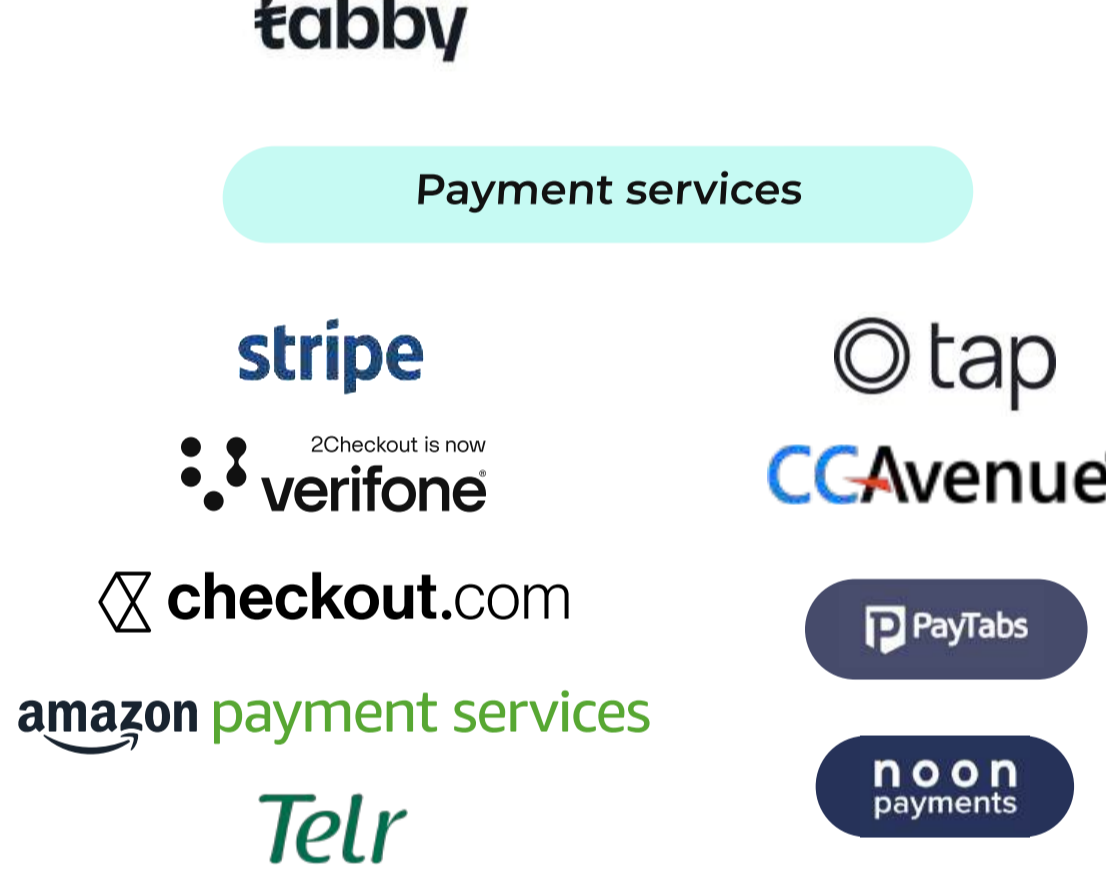
Acquiring/Payment systems



BNPL Digital wallets



Payment services



Brands localisation

Product certification TM registration



Classifier, content management

Working with reviews Live streams



Website personalization



Size determination Site search

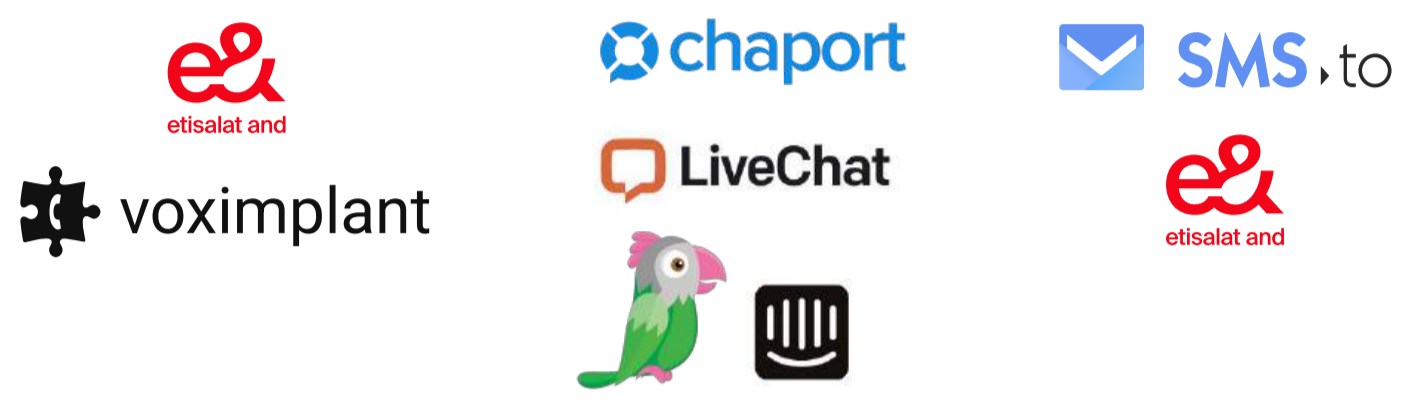


Customer Communications

Voice robots/Chat bots/Videochats



Call Management Online chats SMS providers

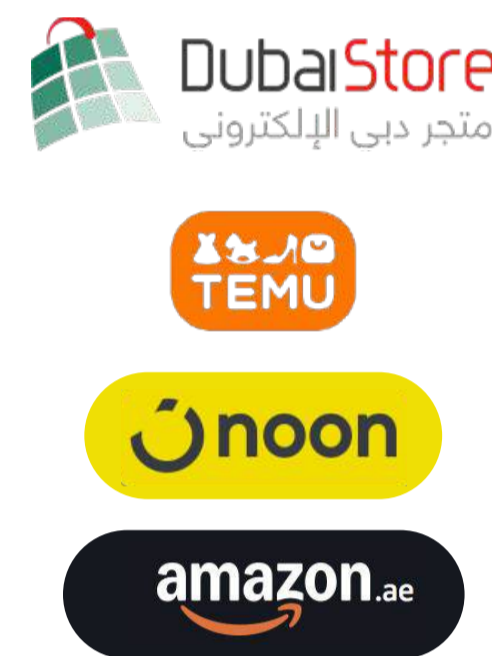


Marketplaces

Niche marketplaces



Multicategory marketplaces



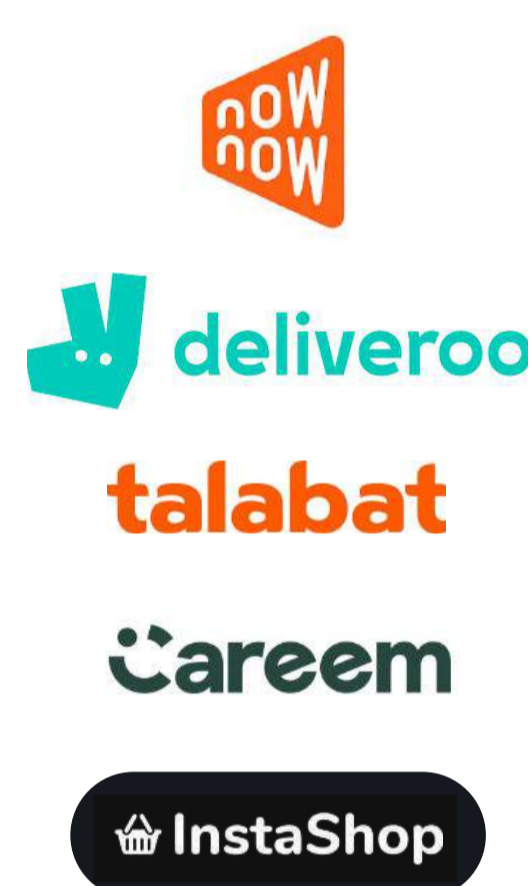
International marketplaces/Dropshipping



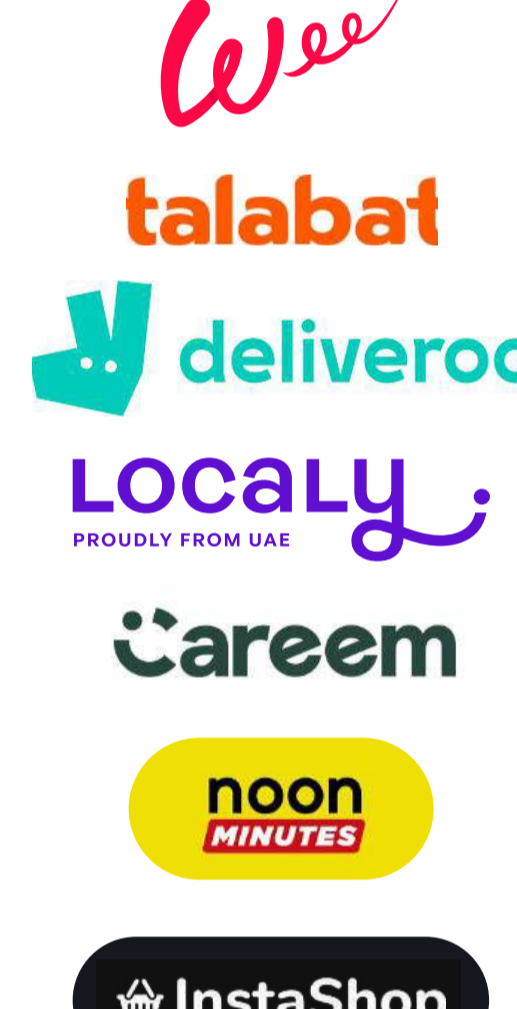
Food delivery



Delivery from retail stores



Grocery delivery



Delivery from pharmacies



Contact Us



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Marketing

Monitoring and analytics

Mobile analytics Call tracking Ad efficiency analysis Competitor analysis



AI/AR services

Content generation Virtual furniture in interior try-on



Virtual makeup try-on Virtual clothes try-on



Customer acquisition/Retention

Customer acquisition Loyalty programs Loyalty platforms



IT



Logistics

Logistics IT/Automation

Automation of warehouse logistics WMS



Automation of logistics processes



Last mile delivery

Courier delivery Express delivery Oversize delivery



Courier outstaffing Pickup points/Parcel lockers Transport provision



WHS/FF/Crossborder logistics

Fulfillment Crossborder



Marketplace logistics Warehouse services



Data Insight is an analytical company specializing in market research and consulting within the eCommerce and digital sectors. Established in 2010, the company's mission has been to facilitate market growth through systematic analysis and transformation driven by insights into customers' needs and behaviors.

WEE.ae is a proprietary shopping platform that unites over 500 sellers (across 15 product categories) in the UAE. It specializes in product delivery using 1P, 2P, 3P, and DBS models and offering store-to-door delivery within one hour or in a convenient time slot in the UAE. The platform has been active in the MENA region for over two years. With its Seller Academy, it shares valuable market expertise with vendors.