ECOMMERCE LANDSCAPE MENA 2026

IDRF INTERNATIONAL DIGITAL RETAIL FORUM Since 2019

24 TTL

MARKETPLACES & RETAIL

General Marketplaces
amazon · noon · trendyol · Sharaf DG · Carrefour · mumzworld · Brands For Less · TEMU

Fashion
SHEIN · NAMSHI · styli · 6THSTREET.COM

Beauty & Wellness
SEPHORA · BASHARACARE · GlamBeaute · FACES · NICE ONE

Electronics
Sharaf DG · JARIR BOOKSTORE · extra · Emax · letstango · Cartlow

Sport
Sun and Sand · DECATHLON · GO SPORT · Foot Locker

DIY & Home
ACE Hardware · DANUBE HOME · HOME BOX · vidaXL.ae · IKEA

Pharmacy, Health & Personal Care
BinSina PHARMACY · Aster PHARMACY · 800-Pharmacy · nahdi · al-dawaa · lifepharmacy.com · iHerb

Luxury eCommerce
OUNASS · level SHOES · NET-A-PORTER · THE LUXURY CLOSET · FARFETCH

E-Grocery & Quick Commerce
deliveroo · noon MINUTES · now now · ninja · talabat · InstaShop · Careem · elGrocer · nana · Jahez · HUNGER STATION · keeta · zomato · amazon now · KIBSONS INTERNATIONAL

Grocery & Hypermarket Retailers
panda · Othaim · BinDawood · Spinneys · ameera · LuLu · Carrefour

CONSULTING, RESEARCH & MEDIA

eCommerce News & Media
Arabian Business · campaign · ZAWYA BY LSEG · wamda · Consultancy-me.com · GCC Business NEWS · Aletihad

Market Research & Insights
NIQ · statista · Mordor Intelligence · Ipsos · EUROMONITOR INTERNATIONAL · redseer

Digital Consulting
McKinsey & Company · BCG · pwc · Deloitte. · accenture · EMERCE CONSULTING

eCommerce Agencies & Consulting Firms
PUBLICIS COMMERCE · FTI CONSULTING · Tafani · S3 DIGITAL · ACCURATE MIDDLE EAST

RETAIL TECH & OMNICHANNEL

POS & In-Store Tech
FOODICS · LOYVERSE LOYALTY UNIVERSE · QASHIER · ORACLE · lightspeed · Square

Unified Commerce & Data Sync
shopify · Fynd · aCommerce

AI IN ECOMMERCE

Foundational AI & LLMs — Global
OpenAI · ANTHROPIC · Gemini · Copilot · perplexity

Foundational AI & LLMs — MENA / Arabic-first
Core42 A G42 Company · inception42 · HUMAIN · stc

AI Agents & Agentic Commerce
salesforce · ZOZO · manus

Conversational AI & Chatbots (commerce)
gupshup · yalo · haptik · CEQUENS · LUCIDYA · Arabot. · WideBot.ai · Connectly · twin

AI Content & Copy Generation
24 ONLINE · jasper · copy.ai · synthesia · HeyGen · Writesonic · Rocketium · CoSchedule

AI Visual, Product Imagery & Virtual Try-On / AR
Photoroom · CLAID.AI · FASHNAI · Pebblely · FLAIR · SellerPic · VEESUAL · Sizely · TEXEL.MODA · style me

AI Search, Discovery & Personalization
algolia · nosto · INSIDER ONE · bloomreach · searchspring A division of AthosCommerce · ALGONOMY · Constructor · KLEVU

AI Analytics, Forecasting & Decision Intelligence
intelmatix · DataRobot · 42SIGNALS · Lyve · NIQ · Profitero

FINTECH & PAYMENTS

Payment Gateways
checkout.com · PayTabs · stripe · zid · network · geidea · fawry · HyperPay · MOYASAR · myfatoorah · Telr · adyen · tap · paymob · amazon payment services

BNPL (Buy Now, Pay Later)
tabby · tamara · valu · postpay · cashew · NYMCARD

Digital Wallets
Apple Pay · Google Pay · SAMSUNG Pay · STC Bank · Careem Pay · mada · Alipay+ · beam

Cross-Border Payments
WISE · Rapyd · NIUM · Thunes. · d·local · PayPal

Fraud Prevention & Security
sumsub · SEON · EVINA · META TECHS · QRATOR LABS · Resecurity · CLOUDFLARE · GateLock Cyber Resilience For Secured Future

TECHNOLOGY, PLATFORMS & SAAS

eCommerce Platforms & Store Builders
shopify · Salla · Magento · salesforce · WOOCOMMERCE · AKINON · zid · ExpandCart · odoo · Ecwid by Lightspeed · PRESTASHOP · BIGCOMMERCE

Headless & Composable Commerce
alokai · fabric · commercetools · contentful · HYDROGEN · VTEX

Store / Order / Inventory Management
Salla · STOREINO · ASSIDUUS GLOBAL · Fynd · PHT · anchanto

Catalog & Assortment (PIM)
akeneo · PIMCORE · 24 PIM · bizzkit · ZOHO · Tech2Globe you authorize, we improvise!!

Content Creation, Management & Syndication
24 STREAM · icecat · Flixmedia a SMOLLAN company · bazaarvoice · Syndigo · WORLD SYNC by Syndigo · SALSIFY

Monitoring, Scraping & Analytics
24 ORM · Helium 10 · Profitero · JungleScout · Sitelucent · mFilterIt · hotjar · publins

A/B Testing & CRO
Optimizely · convert · dynamic yield by · VWO · ABTasty

Localization & Translation (Arabic-first)
lokalise · WEGLOT · SMARTLING · crowdin

ACQUISITION, LOYALTY & RETENTION

Customer Data & CDP/CRM (CDP, CRM, Analytics)
Adobe for Business · salesforce · ORACLE NetSuite · Microsoft Dynamics 365 · SITECORE · TEALIUM · ZEOTAP · SAP · Epsilon · hightouch · Journify · growthX · ZOHO · twilio · HubSpot

Loyalty & Retention Platforms
moengage · Netcore · CleverTap · klaviyo · yotpo. · smile.io · gameball · NEXA · prism

Consumer Loyalty Programs
noon one MINUTES · careem+ · prime · shukran · Blue · the ENTERTAINER · سعادة HAPPINESS LOYALTY REWARDED · SHARE A Majid Al Futtaim programme

RETAIL MEDIA

Retail Media Platforms
CRITEO · CitrusAd · amazon ads · YANGO ADS · dunnhumby · zitcha · HMX · GoWit · PubMatic · Quantum كوانتم

Retail Media Networks
noon · amazon ads · talabat · careem · Precision Media · LuLu RETAIL · مجموعة الشايع ALSHAYA GROUP · NAMSHI · OUNASS · LANDMARK REACH

MARKETING & CUSTOMER EXPERIENCE

Marketing & SEO Agencies
ExpandX marketing & web · VIDEN GROWTH · Wisoft · prism · INCUBETA MENA · SELLTHRU · AdaptsMedia · ASSEMBLY · Plamsys · BrandHawkers · BraveBison

Customer Interaction (Chatbots, WhatsApp, Support)
infobip · CEQUENS · etisalat and · LiveChat · myalice · tanla · Freshchat · chaport · VONAGE · SMS.to · voximplant

Social Commerce & Live Shopping
TikTok Shop · FLIP This is gonna be good! · ShopperON · BytePlus · Live me up · LTK · sleekflow

Marketing & Competitor Analytics
Google Analytics · similarweb · SEMRUSH · ahrefs · AppsFlyer · CallRail · Firebase · AFFISE · maestra

Affiliate & Influencer Marketing
Admitad · amazonassociates · AWIN · Rakuten Advertising · noon · ArabyAds · AnyMind

LOGISTICS & DELIVERY

Last-Mile & Courier Delivery
aramex delivery unlimited · DHL · NAQEL EXPRESS · iMile Delivery · smsa Express · J&T EXPRESS · zid · بريد الإمارات emirates post · Jeebly Joy in motion · YANGO DELIVERY · Quiqup · ZAJEL direct to you · زاجل · SHIPA

Fulfillment
swftbox · Fulfillment · Shorages · WeStore · RoboStores · CLARION INTEGRATED LOGISTICS SOLUTIONS · LOCAD

Warehousing & WMS
Shorages · EC CARGO SEND AND RELAX · LOGIWA Fulfill brilliantly · QULOI · BOMBINO EXPRESS

Logistics IT / Automation
Lyve · Logistiq · shipox · Locus

Pickup Points / Parcel Lockers
بريد الإمارات emirates post · FODEL

Cross-Border Logistics
FedEx Express · aramex delivery unlimited · DHL · iMile Delivery

B2B, CROSS-BORDER & WHOLESALE

B2B eCommerce Platforms
tradeling · Alibaba.com · sary · CARTONA · مكسب maxab · retailo · TRADEWHEEL.COM Grow Businesses Globally · FYND.com B2B marketplace · abraa .com

Classifieds Platforms
dubizzle · السوق المفتوح opensooq.com · حراج · YallaDeals

Cross-Border eCommerce
AliExpress · noon · ebay · desertcart · TEMU

ECOMMERCE COMMUNITIES & ASSOCIATIONS

IDRF INTERNATIONAL DIGITAL RETAIL FORUM Since 2019 · MENA E-Commerce Community · EMERCE CONSULTING · WORLDEF eCommerce & Retail

Map producer

24 TTL

24TTL builds ecommerce technology for brands and retailers: rich content syndication, AI-generated product imagery, where-to-buy, AR experiences and analytics, connected through one ecosystem.

IDRF INTERNATIONAL DIGITAL RETAIL FORUM Since 2019

IDRF brings together online-offline events on E-commerce and Marketing trends and a community of professionals looking for expertise and networking.

IDRF brings together 2.300+ experts from 1000+ companies globally.