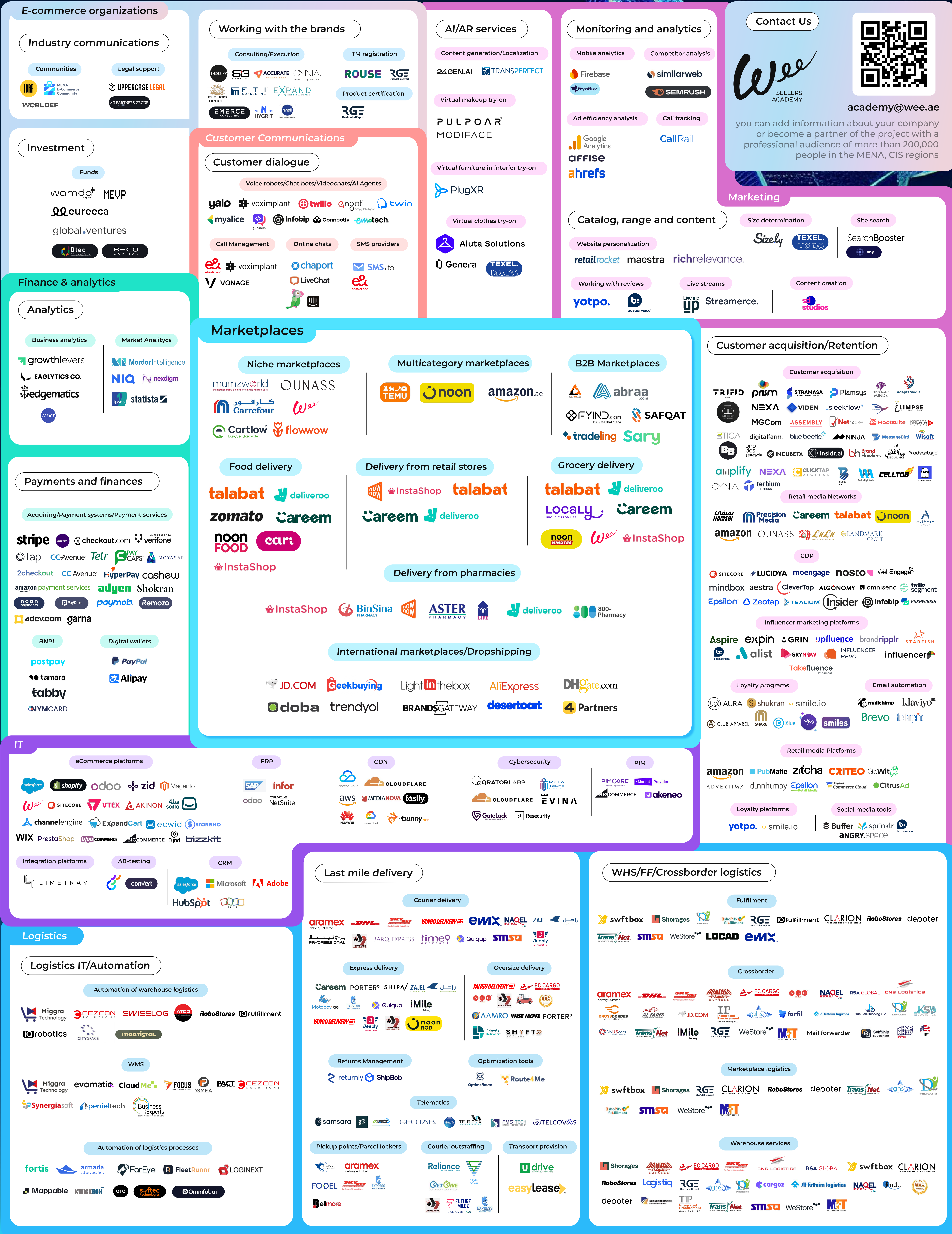


MENA e-com map: UAE

Joint project by WEE.ae and Data Insight

Sept 2025



Data Insight



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 600 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 three years. With its Seller Academy, it shares valuable market expertise with vendors.