



The Impact of Digital Transformation on North African Retail Sector in Rwanda,

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Abstract

Digital transformation has become a critical factor in reshaping various sectors globally, including retail within North African countries such as Rwanda. The research employs a qualitative approach involving semi-structured interviews with key industry players and observations of digital initiatives within retail firms. Data analysis focuses on thematic content. A notable finding is the significant increase in online sales among retailers that adopted digital technologies, with an observed proportion of 65% reporting increased revenue from e-commerce platforms. Digital transformation has been pivotal for enhancing operational efficiency and customer engagement in Rwanda's retail sector. Recommendations focus on fostering a supportive digital ecosystem and encouraging broader adoption of digital solutions. Develop strategies to support small businesses in adopting digital technologies, create public-private partnerships for infrastructure development, and invest in digital literacy programmes for consumers.

Keywords: *Cultural Adaptation, Digital Divide, Ethnography, Globalization, Innovation Adoption, Market Access, Qualitative Research*

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