



Challenges and Opportunities in E-commerce Adoption by Egyptian SMEs: A Qualitative Exploration

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Abstract

Egyptian Small and Medium Enterprises (SMEs) are increasingly recognising the potential of e-commerce to expand their market reach and operational efficiency. A qualitative approach was employed through semi-structured interviews with a purposive sample of Egyptian SME owners/managers, supplemented with secondary data from industry reports. SMEs in Egypt face significant challenges such as high initial investment costs and insufficient digital literacy among staff, while opportunities include reduced physical storefront requirements and enhanced market visibility. Egyptian SMEs recognise e-commerce as a viable strategy for growth but require tailored support to address identified barriers effectively. Policy makers should develop targeted e-commerce incubators and training programmes to empower Egyptian SMEs in their digital transformation journey.

Keywords: *Egyptian, SME, e-commerce, qualitative, entrepreneurship, innovation, internationalization*

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