



The Digital Retail Renaissance in North African Rwanda: A Sectoral Transformation Landscape

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Abstract

The digital transformation in retail sectors across North Africa has been marked by significant changes driven by technological advancements and consumer behaviour shifts. A qualitative approach is employed to analyse existing literature and data from relevant sources to provide insights into the current landscape of digital retail in Rwanda. The digital transformation in Rwanda's retail sector has been transformative, with significant growth rates and varied business models emerging to meet consumer demands. Policy makers should encourage further investment in digital infrastructure and support the development of e-commerce ecosystems to sustain this growth trajectory.

Keywords: *Digital Transformation, Retail Sector, Consumer Behaviour, Technological Advancements, Information Society, Qualitative Research, Geographic Focus*

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