Digital Retail Dynamics in North Africa: An Ethiopian Perspective on Digital Transformation Impact

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Abstract

Digital retail dynamics have become increasingly important in the North African region, particularly within Ethiopia's retail sector. The study employs qualitative analysis of existing literature and interviews with key stakeholders to understand the current state and future prospects of digital retail in North Africa, focusing specifically on Ethiopia. The commentary highlights the importance of embracing digital transformation for sustainable growth in Ethiopia's retail sector, emphasising the need for continued innovation in technology applications. Retail businesses should invest in AI and blockchain solutions to stay competitive and enhance customer engagement. Policymakers should also consider implementing supportive policies that facilitate digital infrastructure development.

Keywords: *African economies, digital transformation, e-commerce, market penetration, retail sector, qualitative analysis, innovation diffusion*

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