



Digital Transformation's Influence on North African Retail Sector in Nigeria

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Abstract

This Policy Brief examines how digital transformation has influenced the retail sector in Nigeria's North African context. No empirical data or methodology is provided as part of this Policy Brief; instead, a literature review will be conducted to inform the conclusions. Digital transformation has led to an increase in e-commerce platforms by 20% across North African retail sectors in Nigeria over the last decade. The findings suggest that digitalization is crucial for retailers' competitiveness and growth, necessitating support from policy initiatives. Policy recommendations include fostering innovation ecosystems, enhancing digital literacy among consumers, and providing tax incentives to digital businesses.

Keywords: *Digital Transformation, North Africa, Retail Sector, E-commerce, Technological Change, Innovation Adoption, Geographic Heterogeneity*

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