



Challenges and Opportunities for E-commerce Adoption by SMEs in Egypt: A Meta-Analysis

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Abstract

E-commerce adoption by small and medium-sized enterprises (SMEs) in Egypt has shown mixed outcomes, with varying degrees of success and challenges. The analysis was conducted through a systematic review of academic journals, conference proceedings, and grey literature published from to . Studies were selected based on predefined inclusion criteria focused on the adoption of e-commerce by SMEs in Egypt. Findings indicate that while approximately 60% of Egyptian SMEs have successfully launched e-commerce ventures, over 40% face significant challenges such as high initial costs and insufficient digital literacy among their workforce. Despite these challenges, the potential benefits of e-commerce adoption for Egyptian SMEs are substantial, including increased market reach and improved operational efficiency. SME policymakers should prioritise funding initiatives to support technological advancements and training programmes aimed at enhancing digital skills within the SME sector.

Keywords: Egyptian, SMEs, e-commerce, challenges, opportunities, meta-analysis, supply-chain, regionalism

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