



The Evolution and Adoption Dynamics of Online Marketplaces in East African Agribusinesses within Equatorial Guinea's Context

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Abstract

Online marketplaces have emerged as significant disruptors in various sectors globally, including East African agribusinesses. A qualitative approach was employed to analyse existing literature and case studies from selected countries in East Africa. The adoption rate varies significantly across different types of online marketplaces and geographical regions within East Africa. Investment should be prioritised in developing digital literacy programmes for smallholders to maximise benefits from online platforms.

Keywords: *Geographic, Agribusiness, Online, Marketplaces, Adoption, Dynamics, Context*

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