A research institute in Germany has forecasted significant growth for e-commerce in Rwanda, predicting that by 2025, the sector will be worth approximately 373.7 million US dollars. This market is set to expand by nearly 26% between 2025 and 2029, potentially reaching a value of 937 million US dollars by the end of the decade.

E-commerce is becoming increasingly popular in Rwanda because it makes shopping more convenient for consumers, allowing them to access products and services without the need to travel. Many online platforms that connect buyers and sellers have also made service delivery faster and more efficient, thanks to technological advancements.

Business owners who operate these online platforms are noticing their growth as well. One example is Celsa Gaju, who runs a platform that has been in operation for 10 years and has expanded to seven countries across the continent, starting from Rwanda.

According to the German research institute STATISTA, Rwanda’s e-commerce market is expected to see a steady rise in the coming years. Between 2025 and 2029, the market will grow by 25.83%, and by 2029, the value of the sector is anticipated to reach nearly 937 million US dollars.

Over the next five years, it’s estimated that about one million people will join the online shopping market in Rwanda.

Business expert Devendra Pratap Singh highlights that over the past four years, Rwanda has made notable strides in embracing e-commerce platforms, and this growth is expected to continue. Although it will take time for the sector to fully mature, e-commerce is increasingly becoming a part of everyday life for many Rwandans.

There’s no turning back now. The growth trend in e-commerce must continue, and it’s crucial for businesses to learn how to better leverage these platforms to stay competitive and overcome any challenges they may face in the digital marketplace.

Additionally, the information and communication technology sector has seen strong growth, contributing 19% to Rwanda’s GDP in the third quarter of 2024, further indicating the country’s ongoing digital transformation.