

The e-Commerce Battleground

How Beirut and other cities navigate online commerce differently Counterfeits, gray markets, and the fight for digital commerce legitimacy

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EXCLUSIVE to members of **LEADERSCLUB**

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Heard on the street

In a small showroom in Beirut, a frustrated business owner scrolls through TikTok, counting fake product listings. Within minutes, he's identified dozens. "They admit they have a copy of Adidas," he says, shaking his head. "They're making you copy A, copy B—there are a lot." It's a scene playing out across Lebanon's e-commerce landscape, where authorized distributors find themselves fighting a two-front war: against counterfeit products flooding social media, and against gray market imports undercutting them by as much as 40 percent.

Methodology

Consumer and retailer surveys conducted during the last quarter of 2025

Consumers

Sample size: 1,200 respondents: 700 in Greater Beirut and 500 in other urban areas. Computer Aided Telephone Interviews (CATI) focusing on

- Online shopping behavior
- Food delivery
- Grocery delivery
- Payment methods
- Satisfaction
- Trust

Retailers

Sample size: 25 semi-structured interviews with:

- Authorized distributors (cosmetics, toys, electronics, household goods),
- E-commerce retailers and platform operators,
- Logistics and delivery companies,
- Local manufacturers selling online.

In the past 12 months, have you personally used a mobile app or computer (website) to order food, groceries or other (electronics, clothes...)

Food
34%



Grocery
15%



Other
50%



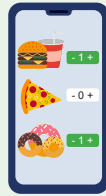
33% order several times per week

Which online food platforms have you used to order from restaurants?

FOOD



Delivery apps
67%



Restaurants apps
16%



WhatsApp
42%



83% pay cash-on-delivery



Which online grocery platforms have you used?

GROCERY



Delivery apps
68%



Supermarkets apps
49%



WhatsApp
36%



Only **7%** use card payment through the app



Do you frequently use international or local websites/apps to order?

OTHER



International
61%



Local
34%



42% of online shoppers spend \$50-\$100



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