

The annual Stay Secure study assesses consumer awareness and behavior around digital commerce and fraud in Egypt. This year's edition, conducted by Wakefield Research, highlights how AI-enabled shopping and social commerce are changing consumer behavior as expectations around trust and protection remain firmly in place.

Consumers Embrace AI-Assisted Shopping, but Trust is Key at Checkout

91%

Today, 38% trust AI agents to complete checkout, while 91% have used AI tools to assist with shopping, including comparing prices, finding gift ideas, and checking reviews or product ratings

Social Commerce is Growing but so are Scam Risks

36%

have experienced a financial scam in the past 12 months. Among those who have experienced a scam, 46% report the incident occurred on social media

Children are Increasingly Exposed to Scams While Shopping and Gaming Online

91%

are concerned that children in their lives struggle to recognize scams, and 61% have seen a child fall victim while gaming or shopping online

Consumers Expect Institutions to Lead on Fraud Protection

47%

believe government authorities or regulators should be primarily responsible, followed by banks or financial institutions (43%) and payment providers (28%). Only 13% believe consumers themselves should hold primary responsibility

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