

Souq is Now Amazon.ae - Officially Launched Website in UAE

TechRounder PDF Edition

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What happened

Souq.com has officially transitioned to Amazon.ae as of May 1, 2019, giving UAE customers access to both local and global Amazon products.

Souq.com, the leading ecommerce platform based in Dubai now officially becomes Amazon.ae. On May 1st 2019, all the Souq customers received an email mentioning the migration and the launch of the official website. As a result the original Souq.com website is no more and anyone visiting the website will get the information about the migration and being redirected to the new Amazon.ae website.

Souq was one of the biggest ecommerce services in the middle east. Based in Dubai, UAE souq provides its service to the customers in UAE, Saudi, Egypt. It was founded in 2005 and in 2017 Souq has been acquired by Amazon. After the acquisition Souq was working as a subsidiary of Amazon.com in UAE and other GCC countries.

Amazon Website Officially Launched in UAE

On May 1st 2019, the official Amazon website was launched with all the local product listings that are available in the Souq.com website along with the Global Amazon products. Thus the customers can now enjoy the shopping seamlessly with local and global products. As per Amazon, they will keep the existing Souq service and delivery as like before and continuing the service like before.

Souq has an excellent service history in the market with its on-time delivery including same day delivery option. With Amazon also the company will continue the service in the same way. If you visit Souq website, then you will be redirected to Amazon.ae website.

How can i use my souq account in Amazon.ae website?

All the current active customers can use their existing login details to access the Amazon.ae website. Few months back, as a part of the data migration, Souq migrated all the details to the Amazon website. At that time any souq customer who owns an Amazon account (either in the Amazon global website or any regional website) with the same email address was merged with the souq account.

So that, from that time onwards those customers can use their Amazon account to login to the Souq website also. And now, all the process has been finalized and Amazon becomes official in UAE. So, all the existing Souq customers can use their account itself. Any new customers can also use their existing Amazon account to signup in Amazon.ae

Amazon.ae Delivery Location

As like Souq, Amazon also delivers the items in all the major cities in the UAE including Dubai, Abu Dhabi, Sharjah, Ajman, Al Ain, Fujairah, Ras Al Khaimah, Umm Al Quwain. The delivery follows Souq's standard itself.

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