

Digital Commerce in Eastern Europe

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Date: June 2019

Pages: 35

Price: US\$ 1,325.00 (Single User License)

ID: D03A347D54AEN

Abstracts

Eastern Europe was the second fastest growing region for digital commerce over 2013-2018. While cash usage remains high and infrastructure is underdeveloped, the region benefits from positive economic trends, government support and digital innovations. Retailing leads digital commerce, while transport and lodging have strong potential. Biometrics and voice commerce will be key trends, while an ageing population and the convenience and security of payments will be the main challenges to address.

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