

# E-Commerce (Goods) in Georgia

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## Abstracts

In 2021, e-commerce again registered double-digit value growth, albeit at a lower rate than in the previous year. While e-commerce had been growing strongly over the review period, COVID-19 gave it an extra boost, as consumers turned to online shopping in order to avoid exposure to the virus. In 2021, as COVID-19 related restrictions were gradually eased and physical stores reopened, the growth in sales through e-commerce slowed down, still registering a value sales increase of about a fifth, no...

Euromonitor International's E-Commerce (Goods) in Georgia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Cross-Border E-Commerce (Goods), E-Commerce (Goods) by Product Category, Mobile E-Commerce (Goods).

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the E-Commerce (Goods) market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Goodwill edges past Amazon, thanks to huge boost in value sales of grocery

Amazon.com remains leader due to wide range and wide awareness

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Popularity of international e-commerce sites affected by currency devaluation

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