

E-Commerce in Azerbaijan

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Abstracts

E-commerce is set to see exceptional growth in 2020, although not drastically out of line with that seen over the review period. The main driver of sales over the review period has been the extreme immaturity of the channel, which remains highly fragmented and dominated by 3rd party merchants. Cross-border and foreign e-commerce remain the main generators of value in Azerbaijan. This lack of development has meant that there was not a far stronger switch to online over the year.

Euromonitor International's E-Commerce in Azerbaijan 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, E-Commerce by Product Category, Mobile E-Commerce.

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 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.

Contents

KEY DATA FINDINGS

2020 IMPACT

Stronger growth limited by immaturity and lack of development of e-commerce
Azerbaijanis yet to make the leap to grocery e-commerce as old habits die hard
Rapid evolution means regulatory environment still changing in 2020

RECOVERY AND OPPORTUNITIES

Chaos of channel is beginning to fade, offering opportunity going forward
Proactive retail strategies required to drive value growth and change habits
Demographics favour evolution of e-commerce

CHANNEL DATA

Table 1 E-Commerce by Channel and Category: Value 2015-2020
Table 2 E-Commerce by Channel and Category: % Value Growth 2015-2020
Table 3 E-Commerce GBO Company Shares: % Value 2016-2020
Table 4 E-Commerce GBN Brand Shares: % Value 2017-2020
Table 5 Forecast E-Commerce by Channel and Category: Value 2020-2025
Table 6 Forecast E-Commerce by Channel and Category: % Value Growth 2020-2025

EXECUTIVE SUMMARY

COVID-19 impact on retailing
COVID-19 country impact
Peace deal can help restore stability
More regulation threatens cross-border retailing
What next for retailing?

OPERATING ENVIRONMENT

Informal retailing
Opening hours
Summary 1 Standard Opening Hours by Channel Type 2020
Physical retail landscape
Cash and carry
Seasonality
Shopping Ramadan Bayram
Novruz Holidays
Payments and delivery
Emerging business models

MARKET DATA

Table 7 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020
Table 8 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2015-2020
Table 9 Sales in Store-Based Retailing by Channel: Value 2015-2020

Table 10 Sales in Store-Based Retailing by Channel: % Value Growth 2015-2020

Table 11 Store-Based Retailing Outlets by Channel: Units 2015-2020

Table 12 Store-Based Retailing Outlets by Channel: % Unit Growth 2015-2020

Table 13 Sales in Non-Store Retailing by Channel: Value 2015-2020

Table 14 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020

Table 15 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020

Table 16 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 17 Sales in Non-Grocery Specialists by Channel: Value 2015-2020

Table 18 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020

Table 19 Non-Grocery Specialists Outlets by Channel: Units 2015-2020

Table 20 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020

Table 21 Retailing GBO Company Shares: % Value 2016-2020

Table 22 Retailing GBN Brand Shares: % Value 2017-2020

Table 23 Store-based Retailing GBO Company Shares: % Value 2016-2020

Table 24 Store-based Retailing GBN Brand Shares: % Value 2017-2020

Table 25 Store-based Retailing LBN Brand Shares: Outlets 2017-2020

Table 26 Non-Store Retailing GBO Company Shares: % Value 2016-2020

Table 27 Non-Store Retailing GBN Brand Shares: % Value 2017-2020

Table 28 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020

Table 29 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020

Table 30 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020

Table 31 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020

Table 32 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025

Table 33 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025

Table 34 Forecast Sales in Store-Based Retailing by Channel: Value 2020-2025

Table 35 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2020-2025

Table 36 Forecast Store-Based Retailing Outlets by Channel: Units 2020-2025

Table 37 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025

Table 38 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025

Table 39 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025

Table 40 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025

Table 41 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025

Table 42 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025

Table 43 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth
2020-2025

Table 44 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025

Table 45 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth
2020-2025

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GLOBAL INDUSTRY ENVIRONMENT

SOURCES

Summary 2 Research Sources

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