

E-Commerce in Azerbaijan

<https://marketpublishers.com/r/E44417FE0C80EN.html>

Date: February 2021

Pages: 37

Price: US\$ 990.00 (Single User License)

ID: E44417FE0C80EN

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.

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Azerbaijanis yet to make the leap to grocery e-commerce as old habits die hard
Rapid evolution means regulatory environment still changing in 2020

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