

E-Commerce in Bolivia

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Abstracts

It is now believed that over half of Bolivians are internet users. Perhaps not surprisingly, the rate of internet usage is far higher amongst young Bolivians aged 16 to 25 years-old, reaching an estimated three-quarters. On the whole, these figures for Bolivia are considerably lower than those reported by other countries in the region, and low internet penetration has hampered the growth of e-commerce in past years. In particular, there are low rates of usage amongst low-income households and ru...

Euromonitor International's E-Commerce in Bolivia 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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KEY DATA FINDINGS

2020 IMPACT

Anticipated expansion of internet penetration ensures growth of e-commerce channel

Lockdown further accelerated the transition to the digital channel

Online groceries reaches new heights

RECOVERY AND OPPORTUNITIES

Younger consumers increasingly exhibit a higher level of confidence in e-commerce purchases and payments, driving channel growth

Many online shoppers in Bolivia continue to prefer international e-commerce websites, considering them more reliable

Retailers will continue to pay greater attention to delivery processes and ramp up e-commerce strategies to boost sales

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