

# E-Commerce in Bosnia and Herzegovina

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## Abstracts

Prior to the COVID-19 pandemic, e-commerce was recording solid growth, driven by several reasons. Firstly, growth is coming from a low base, but more importantly, there is a growing increase in internet activity in Bosnia-Herzegovina, boosting overall sales for the channel. Consumers are attracted to e-commerce for three main reasons: affordability, exclusivity, and convenience. E-commerce will often allow consumers to buy products cheaper than within retail outlets, or products that are not ava...

Euromonitor International's E-Commerce in Bosnia and Herzegovina 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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E-commerce performs remarkably in response to the pandemic due to contagion fears and store closures, alongside improved infrastructure

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