

E-Commerce in Georgia

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Abstracts

Apart from mobile e-commerce, e-commerce registered the highest current value growth in 2020. 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 COVID-19. Value sales increased by about a third, in spite of a two week ban on e-commerce sales during lockdown, except for groceries. While in 2019, value sales of online groceries were insignificant, it registered the highest value gr...

Euromonitor International's E-Commerce 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, 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

Online grocery the star performer, due to COVID-19

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

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

RECOVERY AND OPPORTUNITIES

Increasing access to faster internet speeds will drive value growth

Popularity of international e-commerce sites affected by currency devaluation

Improvements and rising trust amongst consumers in online payment systems supports e-commerce growth

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

E-commerce registers huge boost

Rise in local production, due to shortages of imported products

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2018

Physical retail landscape

Cash and carry

Seasonality

Back to school

New Year

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 MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

SOURCES

Summary 2 Research Sources

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