

# E-Commerce in Italy

<https://marketpublishers.com/r/EA22EED9673EEN.html>

Date: February 2021

Pages: 57

Price: US\$ 990.00 (Single User License)

ID: EA22EED9673EEN

## Abstracts

E-commerce benefited strongly from the COVID-19 pandemic in 2020 as, during the national lockdown period, consumers were forced to stay at home as consumers faced strict lockdown measures and regulations. At the same time, many non-essential retail outlets were closed during the national lockdown and e-commerce and home delivery options represented a safe, contact-free shopping method for Italians. The digitalisation of purchasing processes, especially for companies that did not previously have...

Euromonitor International's E-Commerce in Italy 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

COVID-19 accelerates development of e-commerce in Italy

E-commerce offerings expand as consumers' social lives go online

Domestic retailers struggle to compete against international e-commerce giants

#### RECOVERY AND OPPORTUNITIES

COVID-19 spurs further growth in e-commerce as Italy plays catch up

COVID-19 entrants settle into e-commerce

'Glocalisation' in store for 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

Sustainability on the horizon for Italian retailing

E-commerce on the rise in Italy

What next for retailing?

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2019

Physical retail landscape

Cash and carry

Seasonality

Christmas Holidays

Easter

Valentine's Day/Father's Day/Mother's Day

Summer Holidays/Back to School

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 Grocery Retailers: Value Sales, Outlets and Selling Space 2015-2020

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

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

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

Table 19 Grocery Retailers Outlets by Channel: Units 2015-2020

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

Table 21 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020

Table 22 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 23 Sales in Non-Grocery Specialists by Channel: Value 2015-2020

Table 24 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020

Table 25 Non-Grocery Specialists Outlets by Channel: Units 2015-2020

Table 26 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020

Table 27 Mixed Retailers: Value Sales, Outlets and Selling Space 2015-2020

Table 28 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 29 Sales in Mixed Retailers by Channel: Value 2015-2020

Table 30 Sales in Mixed Retailers by Channel: % Value Growth 2015-2020

Table 31 Mixed Retailers Outlets by Channel: Units 2015-2020

Table 32 Mixed Retailers Outlets by Channel: % Unit Growth 2015-2020

Table 33 Retailing GBO Company Shares: % Value 2016-2020

Table 34 Retailing GBN Brand Shares: % Value 2017-2020

Table 35 Store-based Retailing GBO Company Shares: % Value 2016-2020

Table 36 Store-based Retailing GBN Brand Shares: % Value 2017-2020

Table 37 Store-based Retailing LBN Brand Shares: Outlets 2017-2020

Table 38 Non-Store Retailing GBO Company Shares: % Value 2016-2020

Table 39 Non-Store Retailing GBN Brand Shares: % Value 2017-2020

Table 40 Grocery Retailers GBO Company Shares: % Value 2016-2020

Table 41 Grocery Retailers GBN Brand Shares: % Value 2017-2020

Table 42 Grocery Retailers LBN Brand Shares: Outlets 2017-2020

Table 43 Grocery Retailers LBN Brand Shares: Selling Space 2017-2020

- Table 44 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020
- Table 45 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020
- Table 46 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020
- Table 47 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020
- Table 48 Mixed Retailers GBO Company Shares: % Value 2016-2020
- Table 49 Mixed Retailers GBN Brand Shares: % Value 2017-2020
- Table 50 Mixed Retailers LBN Brand Shares: Outlets 2017-2020
- Table 51 Mixed Retailers LBN Brand Shares: Selling Space 2017-2020
- Table 52 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025
- Table 53 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025
- Table 54 Forecast Sales in Store-based Retailing by Channel: Value 2020-2025
- Table 55 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2020-2025
- Table 56 Forecast Store-based Retailing Outlets by Channel: Units 2020-2025
- Table 57 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025
- Table 58 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025
- Table 59 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025
- Table 60 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025
- Table 61 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
- Table 62 Forecast Sales in Grocery Retailers by Channel: Value 2020-2025
- Table 63 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2020-2025
- Table 64 Forecast Grocery Retailers Outlets by Channel: Units 2020-2025
- Table 65 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2020-2025
- Table 66 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025
- Table 67 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
- Table 68 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025
- Table 69 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2020-2025
- Table 70 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025
- Table 71 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2020-2025
- Table 72 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025
- Table 73 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth

2020-2025

Table 74 Forecast Sales in Mixed Retailers by Channel: Value 2020-2025

Table 75 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2020-2025

Table 76 Forecast Mixed Retailers Outlets by Channel: Units 2020-2025

Table 77 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2020-2025

DISCLAIMER

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

SOURCES

Summary 2 Research Sources

## I would like to order

Product name: E-Commerce in Italy

Product link: <https://marketpublishers.com/r/EA22EED9673EEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EA22EED9673EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970