

E-Commerce in Lithuania

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Abstracts

COVID-19 boosted e-commerce value sales, recording double-digit growth in 2020. During the lockdown, e-commerce was the only channel available for retailers across product areas to continue to operate their business and remain in contact with customers. Following the mandated closure of retail stores, Barbora (Vilniaus Prekyba UAB) opened 40 new Barbora Express collection points in the span of a week. The company hired 500 new staff members during quarantine and continued to hire throughout the...

Euromonitor International's E-Commerce in Lithuania 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

Mandated store closures lead to a surge in value sales through e-commerce
Apparel and footwear e-commerce leads value share within the channel, followed by consumer electronics, both of which offer well-known brands to the landscape
Third-party merchants – Amazon, AliExpress and eBay – take over leadership from Pigu.lt in 2020, thanks to their up-to-date offer of products

RECOVERY AND OPPORTUNITIES

Pigu.lt is set to expand its business by allowed third parties to sell their products on its e-commerce platform

Pandemic forces brands to reconsider their retailing approach

Chemist/pharmacies increase its presence in e-commerce, as new legislation allows prescription medication to be purchased online

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

Economy-priced brands see fastest growth across retailing

Health and wellness trend gains momentum in modern grocery retail and apparel and footwear specialist retail

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

Table 7 Cash and Carry Sales: Value 2015-2020

Seasonality

Christmas

Easter

Payments and delivery

Emerging business models

MARKET DATA

Table 8 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020

Table 9 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2015-2020

Table 10 Sales in Store-Based Retailing by Channel: Value 2015-2020

Table 11 Sales in Store-Based Retailing by Channel: % Value Growth 2015-2020

Table 12 Store-Based Retailing Outlets by Channel: Units 2015-2020

Table 13 Store-Based Retailing Outlets by Channel: % Unit Growth 2015-2020

Table 14 Sales in Non-Store Retailing by Channel: Value 2015-2020

Table 15 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020

Table 16 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020

Table 17 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 18 Sales in Non-Grocery Specialists by Channel: Value 2015-2020

Table 19 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020

Table 20 Non-Grocery Specialists Outlets by Channel: Units 2015-2020

Table 21 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020

Table 22 Retailing GBO Company Shares: % Value 2016-2020

Table 23 Retailing GBN Brand Shares: % Value 2017-2020

Table 24 Store-based Retailing GBO Company Shares: % Value 2016-2020

Table 25 Store-based Retailing GBN Brand Shares: % Value 2017-2020

Table 26 Store-based Retailing LBN Brand Shares: Outlets 2017-2020

Table 27 Non-Store Retailing GBO Company Shares: % Value 2016-2020

Table 28 Non-Store Retailing GBN Brand Shares: % Value 2017-2020

Table 29 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020

Table 30 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020

Table 31 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020

Table 32 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020

Table 33 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025

Table 34 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025

Table 35 Forecast Sales in Store-Based Retailing by Channel: Value 2020-2025

Table 36 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2020-2025

Table 37 Forecast Store-Based Retailing Outlets by Channel: Units 2020-2025

Table 38 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025

Table 39 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025

Table 40 Forecast Sales in Non-Store Retailing by Channel: % Value Growth

2020-2025

Table 41 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space
2020-2025

Table 42 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space:
% Growth 2020-2025

Table 43 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025

Table 44 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth
2020-2025

Table 45 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025

Table 46 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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