

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.

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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

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GLOBAL MACROECONOMIC ENVIRONMENT

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