

# E-Commerce in Pakistan

<https://marketpublishers.com/r/E5AC17CC50E8EN.html>

Date: March 2021

Pages: 33

Price: US\$ 990.00 (Single User License)

ID: E5AC17CC50E8EN

## Abstracts

E-commerce saw current value sales almost double in 2020, with the channel attracting many new first-time users. Due to the COVID-19 lockdown and social distancing measures, many consumers struggled to buy the same range of goods that they were previously able to access via store-based retailing, with many turning to e-commerce as a result. Many were also keen to minimise shopping trips away-from-home, in order to minimise their risk of contagion, with these also turning to the channel. Consumer...

Euromonitor International's E-Commerce in Pakistan 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

Sales soar during lockdown against backdrop of government support

Daraz.pk offers credit and reaps rewards

Black Friday boosts profits in 2020

#### RECOVERY AND OPPORTUNITIES

Strong growth ahead as expanding mid-income group seeks convenient shopping

Improved infrastructure and growing demand to fuel increased investment

Consumer electronics will soar with groceries lagging behind as consumers return to stores

#### 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

Leading retailers turn attention to e-commerce

Socioeconomic factors and widening range boost sales growth

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

Eid-al-Fitr

Ramadan

Black Friday

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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SOURCES

Summary 2 Research Sources

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