

E-Commerce in Singapore

<https://marketpublishers.com/r/E1D2DF7FEFC8EN.html>

Date: February 2021

Pages: 52

Price: US\$ 990.00 (Single User License)

ID: E1D2DF7FEFC8EN

Abstracts

With COVID-19, e-commerce growth has accelerated in Singapore due to store closures during the circuit breaker period and consumer concerns about their health and safety in stores and crowded areas. Consumers thus turned to e-commerce to fulfil their spending and product needs. Growth is remarkably significant in product categories such as grocery, health products, and home office furniture and electronics, categories that are directly linked with stay-at-home lifestyles, and as consumers increa...

Euromonitor International's E-Commerce in Singapore 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

Assisted by COVID-19, e-commerce achieves historic highest growth in 2020

COVID-19 prompts stockpiling and a sharp rise in grocery e-commerce

e-commerce amidst COVID-19 highlights a product mix aimed at improving the quality of life at home

RECOVERY AND OPPORTUNITIES

Concerns surrounding COVID-19 and safe-distancing measures to support e-commerce growth in the near to mid term

Smart Nation initiative and Singapore as an international logistics hub provide a conducive environment for e-commerce to flourish

COVID-19 refines the concept of e-commerce and highlights the importance of the omnichannel experience

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