

E-Commerce in Tunisia

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Abstracts

The pandemic accelerated the adoption of e-commerce in Tunisia. The mandated closure of physical stores, reduced travel and rigorous measures to prevent the transmission of the virus changed consumer life overnight and forced retailers to adapt to the changing circumstances in order to survive, and even thrive in some cases. Retailers, such as Founa.com, a major online grocer, experienced a strong uptick in orders in March and April. The retailer's delivery slots were full for a week in advance.

Euromonitor International's E-Commerce in Tunisia 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

Sanitary crisis speeds up digital innovation

Informal e-commerce via social media sees a rise during the pandemic

Local omni-channel players remain the leading names in e-commerce

RECOVERY AND OPPORTUNITIES

Increased adoption of e-commerce during the pandemic brings about a lasting change in consumer habits

High digital penetration underpins strong growth potential for e-commerce

New entrants likely to be seen as the channel continues to develop significantly

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

Legal restrictions on the ownership of chemists and drugstores mean fragmentation

Apparel and footwear specialist retailers poised for dynamic development

Strong growth and development expected as retailing moves into the 21st century

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 2014-2019

Seasonality

Eid Al-Fitr

Back to School

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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