

# E-Commerce in Uruguay

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## Abstracts

Along with mobile e-commerce, e-commerce is the star performer among retailing in 2020, with current value sales increasing by more than a third. As a result of COVID-19, many consumers switched to online shopping in order to avoid exposure to COVID-19. Also, with several retailers obliged to close, they focused on online sales instead, in order to keep money coming in. However, many retailers were not prepared for the sudden surge in online demand. The Chamber of Commerce and Services stepped i...

Euromonitor International's E-Commerce in Uruguay 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

Online marketplace Mercado Libre one of main beneficiaries from e-commerce surge  
Beyond third-party merchants, grocery retailer Henderson & C<sup>?</sup>a (Tienda Inglesa) leads e-commerce in value share in 2020

Mercado Libre and other third-part merchants combined hold largest e-commerce value share in 2019

#### RECOVERY AND OPPORTUNITIES

Value sales will triple by 2025

Retailers continue to develop multichannel experience for consumers

Webrooming develops as consumer shopping patterns evolve

#### 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

Less visitors from Brazil and Argentina impact value sales

Argentinian currency devaluation makes Uruguayan products more expensive

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

Navidad (Christmas)

Vuelta a Clases (Back to School)

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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