

# 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.

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Online marketplace Mercado Libre one of main beneficiaries from e-commerce surge  
Beyond third-party merchants, grocery retailer Henderson & C?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

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