

# E-Commerce in Western Europe

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Date: March 2020

Pages: 54

Price: US\$ 1,325.00 (Single User License)

ID: EFF2920FE6D0EN

## Abstracts

Consumer habits in Western Europe have shifted towards an emphasis on the convenience associated with online purchases. This report covers trends including the growing importance of partnerships and the increasing complementarity between digital and physical shopping environments that retailers need to understand to prove successful in today's fast-paced and changing e-commerce channel.

Euromonitor International's E-Commerce in Western Europe global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

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Use five-year forecasts to assess how the market is predicted to develop.

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