

Mobile E-Commerce (Goods) in Algeria

<https://marketpublishers.com/r/M7011ABF1EE2EN.html>

Date: March 2022

Pages: 29

Price: US\$ 990.00 (Single User License)

ID: M7011ABF1EE2EN

Abstracts

Mobile e-commerce performed exceptionally well in response to the COVID-19 pandemic in 2020, however, current value sales were coming from a low base. In 2021, current value sales will remain higher, however, lower than seen in the previous year. This has mainly been due to the increasing penetration of mobile internet and smartphones in Algeria. Plus, the number of people who access the internet only via their mobile device is growing. In fact, consumers use their mobile phones more to connect...

Euromonitor International's Mobile E-Commerce (Goods) in Algeria 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.

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

Why buy this report?

Get a detailed picture of the Mobile E-Commerce (Goods) 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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