

Mobile E-Commerce (Goods) in Canada

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Abstracts

Mobile devices have become an integral part of the everyday lives of most Canadian consumers. As a result, mobile e-commerce remained one of the primary focus points for retailers during 2021. More specifically, mobile apps are critical in retailer-user interactions as they increase the potential for creating an enhanced user experience. For example Walmart.ca achieved dramatic improvements by rebuilding its entire web application and mobile stack with Scala and Akka Platform. Rising investment...

Euromonitor International's Mobile E-Commerce (Goods) in Canada 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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Uber enters mobile e-commerce more aggressively with the acquisition of Cornershop

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The convenience of mobile payment methods is predicted to lure more and more consumers

Easier in-app purchasing and social media marketing set to stimulate interest in mobile e-commerce

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