

# Mobile E-Commerce (Goods) in the Czech Republic

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## Abstracts

Mobile e-commerce remained hugely popular in 2021 as consumers faced another year heavily affected by COVID-19 restrictions. This was particularly true at the start of the year when a strict lockdown was imposed and non-essential retail stores were closed. The use of mobile apps to engage with customers developed further in 2021, with this being seen as a good way to add a degree of personalisation. For instance, personalised offers can be made through mobile apps to entice hesitant consumers to...

Euromonitor International's Mobile E-Commerce (Goods) in Czech Republic 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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