

Mobile E-Commerce (Goods) in Ecuador

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Abstracts

While Ecuadorians have been using smartphones and other types of mobile devices to browse e-commerce websites and compare prices for several years, they have traditionally tended to use desktop PCs to make online purchases. However, since the outbreak of COVID-19 consumers have become much more likely to buy goods directly on mobile devices, to the extent that after surging in 2020, such transactions claimed the largest share of total e-commerce current value sales for the first time in 2021. Th...

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