

Mobile E-Commerce (Goods) in Guatemala

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Abstracts

Mobile e-commerce had been gaining sales during the review period, but during 2020 and 2021 it registered astonishing retail value sales growth. However, although only 65% of the Guatemalan population had access to computers at the start of 2021, mobile phones were oversubscribed and nearly 115% of the population had a mobile phone, thus many Guatemalans have more than one mobile phone or SIM card. The high mobile phone penetration boosted retail value sales growth in 2021, although it had decel...

Euromonitor International's Mobile E-Commerce (Goods) in Guatemala 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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Third party suppliers boost mobile e-commerce sales

PROSPECTS AND OPPORTUNITIES

Uptake of mobile e-commerce likely to rise during the forecast period, due to rising smartphone penetration

Social media likely to support mobile e-commerce sales during the forecast period

Younger generations set to boost sales during the forecast period, as they are more tech savvy

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