

Mobile E-Commerce (Goods) in Hungary

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Abstracts

A large proportion of shoppers with smartphones had already used their phones to search and pay for goods and services, thus the shopping challenges of 2020 and 2021 were managed more easily. Operators also improved the user experience, and new secure payment directives and strong customer authentication also strengthened trust in immediate online payment. Although the shift towards mobile e-commerce began before COVID-19, supported by changing consumer habits, lifestyles and preferences, it acc...

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

Contents

MOBILE E-COMMERCE (GOODS) IN HUNGARY

KEY DATA FINDINGS

2021 DEVELOPMENTS

High smartphone penetration and more regular interaction drive mobile sales during the pandemic

Mobile wallets act as a catalyst to boost mobile e-commerce, but there is room to improve

Smartphones remain the leading devices when it comes to mobile e-commerce

PROSPECTS AND OPPORTUNITIES

The importance of smartphones and mobile e-commerce set to grow further

Smart and innovative solutions from payments and consumer foodservice to move into goods e-commerce

Rich data for retailers – active users are needed

CHANNEL DATA

Table 1 Mobile E-Commerce (Goods): Value 2016-2021

Table 2 Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 3 Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 4 Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

RETAILING IN HUNGARY

EXECUTIVE SUMMARY

Retailing in 2021: COVID-19 still determines all aspects of retailing

E-commerce keeps retailers afloat

2021 sees improved consumer sentiment and better household financial position, driving a rebound

What next for retailing? – Uncertainties are here to stay

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Table 5 Cash and Carry Sales: Value 2016-2021

Seasonality

Black Friday

Christmas

Back-to-school

Payments

Delivery and collection

Emerging business models

MARKET DATA

Table 6 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 7 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 8 Sales in Store-based Retailing by Channel: Value 2016-2021

Table 9 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 10 Store-based Retailing Outlets by Channel: Units 2016-2021

Table 11 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 12 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 13 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 14 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 16 Sales in Grocery Retailers by Channel: Value 2016-2021

Table 17 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 18 Grocery Retailers Outlets by Channel: Units 2016-2021

Table 19 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 20 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 21 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 22 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 23 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 24 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 25 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 26 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 27 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 28 Sales in Mixed Retailers by Channel: Value 2016-2021

Table 29 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 30 Mixed Retailers Outlets by Channel: Units 2016-2021

Table 31 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 32 Retailing GBO Company Shares: % Value 2017-2021

Table 33 Retailing GBN Brand Shares: % Value 2018-2021

Table 34 Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 35 Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 36 Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 37 Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 38 Non-Store Retailing GBN Brand Shares: % Value 2018-2021

- Table 39 Grocery Retailers GBO Company Shares: % Value 2017-2021
- Table 40 Grocery Retailers GBN Brand Shares: % Value 2018-2021
- Table 41 Grocery Retailers LBN Brand Shares: Outlets 2018-2021
- Table 42 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 43 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
- Table 44 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
- Table 45 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
- Table 46 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
- Table 47 Mixed Retailers GBO Company Shares: % Value 2017-2021
- Table 48 Mixed Retailers GBN Brand Shares: % Value 2018-2021
- Table 49 Mixed Retailers LBN Brand Shares: Outlets 2018-2021
- Table 50 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 51 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
- Table 52 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
- Table 53 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026
- Table 54 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026
- Table 55 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026
- Table 56 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
- Table 57 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
- Table 58 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
- Table 59 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 60 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 61 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026
- Table 62 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026
- Table 63 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026
- Table 64 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026
- Table 65 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 66 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 67 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026
- Table 68 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026
- Table 69 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 70 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth
2021-2026

Table 71 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 72 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth
2021-2026

Table 73 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 74 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 75 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 76 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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SOURCES

Summary 2 Research Sources

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