

# Mobile E-Commerce (Goods) in Israel

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## Abstracts

Albeit from a lower sales base, mobile e-commerce continued to outperform e-commerce overall in 2020 and 2021, with the pandemic and home seclusion accelerating its adoption by local consumers. Spending greater time at home meant that many Israelis were using their mobile devices such as smartphones for a range of activities including social media, streaming music or other digital content such as films, or browsing the internet out of boredom. The further sales momentum recorded by mobile e-comm...

Euromonitor International's Mobile E-Commerce (Goods) in Israel 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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Increasing usage of smartphones by Israelis to support greater sales for mobile e-commerce

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