

# Mobile E-Commerce (Goods) in Lithuania

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## Abstracts

The pandemic continued to boost retail value sales through mobile e-commerce in 2021 as many Lithuanians relied more on mobile e-commerce, as they sought to avoid crowded stores and risk personal contact. The psychology behind using mobile e-commerce is very similar to that of e-commerce in general, adopting similar trends. Nevertheless, the growth in purchases through mobile e-commerce and applications was exceptional at the end of the review period, increasing its value share of total e-commer...

Euromonitor International's Mobile E-Commerce (Goods) in Lithuania 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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Mobile apps easily adaptable to advertise and communicate directly with consumers

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