

Mobile E-Commerce (Goods) in North Macedonia

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Abstracts

Mobile e-commerce (goods) has shown even more spectacular growth than the overall e-commerce channel in 2020 and 2021 thanks to consumers turning online to avoid contracting the virus and the increased use of mobile technology for online purchases. Increased smartphone ownership and the growing number of online stores (by both grocery and non-grocery players) with a well-developed mobile interface are driving value growth. Multichannel sales strategies help these players diversify their sales an...

Euromonitor International's Mobile E-Commerce (Goods) in North Macedonia 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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2021 DEVELOPMENTS

Mobile e-commerce growth remains robust as COVID-19 restrictions convince consumers to purchase online in a greater variety of product categories

Mobile e-commerce remains led by Alibaba and Amazon with few other players holding notable share

Consumers still tend use personal computers to buy online, but a growing number are turning to mobile e-commerce

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Retailers develop mobile-friendly strategies to attract young and tech-savvy consumers

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