

Mobile E-Commerce (Goods) in Pakistan

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Abstracts

Mobile e-commerce saw current value sales soar in 2020, as the number of first-time shoppers rose against the backdrop of the COVID-19 pandemic. With many consumers seeking convenient shopping from home, as they sought to minimise contact with the virus and thus avoid contagion, mobile e-commerce became a welcome solution for many. In 2021, mobile e-commerce will continue to see strong current value growth, albeit at a lower rate than seen in 2020 due to the artificial circumstances.

Nonetheless...

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