

Mobile E-Commerce (Goods) in Peru

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Abstracts

The strong increase in e-commerce from the pandemic has stemmed from the increasing access of the population to the internet. According to the INEI (National Institute of Statistics and Informatics), 57.1% of the population had access to the internet in 2019, followed by 64.5% in 2020 and 73.8% in June 2021. While much progress still needs to be made, this growth has happened over a short period of time. There has also been a significant rise in the use of mobile devices, which is precisely what...

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

Significant increase in mobile e-commerce is based on better access to the internet and mobile devices

Development of new digital payment options also contributes to the growth of mobile e-commerce

Apps drive online purchases on mobile devices and are being widely accepted for their practicality and ease of use

PROSPECTS AND OPPORTUNITIES

Mobile e-commerce continues to grow thanks to good customer experiences as well as development of apps and the country's internet infrastructure

Provincial cities constitute an important development opportunity for mobile e-commerce thanks to advancement of the internet

Proper implementation of distribution and despatch logistics necessary to accompany the development of mobile e-commerce for remote areas

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