

Mobile E-Commerce (Goods) in Poland

<https://marketpublishers.com/r/MDB51F9B68B7EN.html>

Date: April 2022

Pages: 44

Price: US\$ 990.00 (Single User License)

ID: MDB51F9B68B7EN

Abstracts

Mobile e-commerce in Poland continued to outperform e-commerce as a whole, as local consumers have become increasingly confident in using mobile apps to purchase products. The number of mobile apps present in the country is rising in line with the high popularity of smartphones, which are now the predominant type of mobile phone in Poland. New devices have the capacity to accommodate all types of coding, which in turn allows for app developers to wide their offer, in addition to better matching...

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