

Mobile E-Commerce (Goods) in Saudi Arabia

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Abstracts

Mobile e-commerce (goods) grew significantly as a share of total e-commerce (goods) over during the review period, accounting for almost half of the total in 2021 – up from less than a third in 2016. Most e-commerce sites see 70%-80% of the traffic coming from mobile in Saudi Arabia, thanks to the Kingdom's high level of smartphone ownership, and whereas once smartphones were mainly used for browsing goods, they are increasingly being used to make purchases. Since the onset of the pandemic, most...

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