

# Mobile E-Commerce (Goods) in Spain

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## Abstracts

Mobile e-commerce retail current value sales continued to expand rapidly during 2021, with retail current value sales rising by more than a third. It continues to outperform the wider e-commerce market, accounting for more than two-fifths of its total sales. Spain has one of the highest levels of smartphone penetration in the EU, with local consumers using these devices more frequently than the EU average. Even at home, smartphones are one of the most used devices by Spaniards to connect to Inte...

Euromonitor International's Mobile E-Commerce (Goods) in Spain 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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Most local consumers use apps to make mobile purchases

Social media plays an increasingly important role in driving mobile e-commerce sales

#### PROSPECTS AND OPPORTUNITIES

Mobile e-commerce will account for almost half of all e-commerce by 2026

More e-commerce apps will utilise voice interfaces

Social networks will increasingly be used for sales, as well as marketing

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