

Mobile E-Commerce (Goods) in Taiwan

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Abstracts

In 2020, more than 90% of the population in Taiwan used mobile phones to surf the internet, according to TWNIC Taiwan Internet Report 2020. This is equivalent to nine out of 10 Taiwanese consumers using mobile internet to search for information at any time, anywhere. The same report also mentioned that in 2020, 60% of Taiwanese consumers had an online shopping experience and the average spend was TWD3,217, which was an increase of TWD556 compared with 2019. The increase in average spending refle...

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