

Mobile E-Commerce (Goods) in Thailand

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Abstracts

Mobile e-commerce retail current value sales more than doubled between 2019 and 2021, and although the rate of growth slowed significantly during the latter year, it remained vigorous. During 2020, mobile e-commerce accounted for more than half of retail current value sales of e-commerce (goods) for the first time, and it continued to grow in importance during 2021.

Euromonitor International's Mobile E-Commerce (Goods) in Thailand 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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Digital wallets facilitate online shopping among the unbanked

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Increased smartphone penetration will underpin rapid growth

Less time spent at home will make consumers more likely to use their smartphone for online shopping

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