

Mobile E-Commerce (Goods) in Uruguay

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Abstracts

In 2020, during the height of the pandemic, mobile e-commerce value sales doubled. In 2021, though growth was not as high as in 2021, it was still healthy with current value sales increasing by a quarter. This growth is supported by a population with high smartphone penetration and that is highly banked and so are in a position to make digital payments. Though value sales through mobile are still lower than e-commerce, they are growing faster, and are particularly popular with the younger genera...

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