

Mobile E-Commerce (Goods) in the US

<https://marketpublishers.com/r/M0A7D65A2F7AEN.html>

Date: March 2022

Pages: 53

Price: US\$ 990.00 (Single User License)

ID: M0A7D65A2F7AEN

Abstracts

In 2021, the value share of US e-commerce sales conducted via mobile devices continued to increase, just as it has in every year that Euromonitor International has measured this metric. The reason for this is straightforward; simply put, US residents cannot get enough of their smartphones. Although smartphone usage in the country was already rising prior to 2020, time spent on mobile devices surged during the pandemic, as consumers stuck at home turned to their devices to keep in touch with – or...

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