

Mobile E-Commerce in Argentina

<https://marketpublishers.com/r/MFDEEEA493C3EN.html>

Date: February 2021

Pages: 43

Price: US\$ 990.00 (Single User License)

ID: MFDEEEA493C3EN

Abstracts

According to data from the Argentine Chamber of Electronic Commerce (CACE), online sales through mobile devices between January and June 2020 doubled those seen in the same period the previous year. With mobile phones being extremely commonplace in Argentina and most consumers seeking to limit physical shopping experiences, there was a huge increase in the use of cellular devices. According to a recent report, Argentina has the fastest growing M-commerce in Latin America. Much of this growth can...

Euromonitor International's Mobile E-Commerce in Argentina 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 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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Mobile sales continue to be dominated by leading e-commerce operators thanks to app development

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GLOBAL INDUSTRY ENVIRONMENT

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