

Mobile E-Commerce in Belarus

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Abstracts

The pandemic encouraged Belarusians to rely more on mobile e-commerce in 2020, as they sought to avoid crowded spaces and risking personal contact. This increase in purchases via mobile internet retailing was most visible in the first months of the pandemic. During summer months and in autumn, political unrest in the country and economic uncertainty disrupted the positive dynamic.

Euromonitor International's Mobile E-Commerce in Belarus 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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KEY DATA FINDINGS

2020 IMPACT

Desire to avoid stores boosts value sales via mobile e-commerce in 2020

Growth is boosted by the increasing number of consumers registering for mobile internet subscriptions

Improving technologies and the entrance of Apple Pay boost mobile e-commerce in Belarus

RECOVERY AND OPPORTUNITIES

On-the-go sales will increase as busy lifestyles result in consumers viewing mobile e-commerce as a convenient, time-saving shopping solution

Competition between global and local players will remain fierce, as local players improve their mobile applications

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GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

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