

# Mobile E-Commerce in Chile

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## Abstracts

E-commerce was a saving grace for retailers during the Coronavirus (COVID-19) crisis in 2020, as non-essential stores closed and even essential outlets witnessed limitations on capacity, sanitisation and social distancing regulations and long queues for consumers. In order to provide customers with the best possible experience, players have introduced or developed mobile platforms. While this predates COVID-19, as smartphones became increasingly common and consumers started to use them for shopp...

Euromonitor International's Mobile E-Commerce in Chile 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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Special promotions drive app use, while mobile functionality is increasingly embedded in e-commerce operations

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