

Mobile E-Commerce in Colombia

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Abstracts

Mobile e-commerce experienced dynamic growth in 2020 as a result of the COVID-19 crisis. Last mile apps, such as Rappi, Merqueo and Uber Eats, played a key role in driving the channel's growth during the year. Providing low-value purchases and familiarising consumers with the processes and convenience of mobile e-commerce, the use of such apps has proven an effective way to bring consumers closer to this form of retailing. In doing so, they are building on the platform provided by the deep penet...

Euromonitor International's Mobile E-Commerce in Colombia 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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