

Mobile E-Commerce in the Czech Republic

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Abstracts

Mobile e-commerce saw significant growth in 2020, as many consumers shifted to e-commerce in order to avoid visiting a physical store. Mobile e-commerce growth was supported by an increase in impulse purchases as consumers spent more time at home, and mobile phones became an increasingly popular medium for shopping online thanks to their convenience and growing digitalisation and smartphone penetration. In addition, many Czech consumers now use mobile devices in physical stores to compare prices...

Euromonitor International's Mobile E-Commerce in Czech Republic 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 e-commerce sales surge in 2020 as smartphone penetration continues apace
E-commerce players Alza.cz and Internet Mall see sales boosted by mobile phones in 2020

Use of mobile devices to close purchases continues to rise

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