

Mobile E-Commerce in Denmark

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Abstracts

Mobile e-commerce benefitted from the general strong increase in demand for e-commerce in 2020 as a result of the COVID-19 pandemic. The threat of COVID-19 contagion increased consumer interest in e-commerce and, therefore, mobile e-commerce, as consumers looked for new contact-free shopping methods to help them avoid crowds during the health crisis. Mobile e-commerce also benefitted from the high level of penetration of smartphones in Denmark in 2020, as the majority of consumers in Denmark have...

Euromonitor International's Mobile E-Commerce in Denmark 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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GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DEFINITIONS

Other terminology:

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