

Mobile E-Commerce in Ecuador

<https://marketpublishers.com/r/MB93E305D618EN.html>

Date: March 2021

Pages: 33

Price: US\$ 990.00 (Single User License)

ID: MB93E305D618EN

Abstracts

Mobile e-commerce was the best performing retail format in 2020, with value sales increasing by over three quarters. However, this growth was from a low base. The value growth was mainly driven by third party delivery apps, as Rappi, Glovo or Tipti that facilitated online delivery and payment for retailers. As the pandemic went on, some retailers developed their own apps, whilst other retailers used WhatsApp to communicate with their consumers. Also, in a bid to encourage online activity in orde...

Euromonitor International's Mobile E-Commerce in Ecuador 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.

Contents

KEY DATA FINDINGS

2020 IMPACT

Third-party delivery apps drive value growth in 2020

Fybeka and Comandato are among the most dynamic apps

Mobile retail apps gain ground through social networks

RECOVERY AND OPPORTUNITIES

Social media channels key driver of mobile e-commerce

Penetration rate of mobile internet will continue to rise

Young Ecuadorians entirely comfortable with mobile-based purchases

CHANNEL DATA

Table 1 Mobile E-Commerce: Value 2015-2020

Table 2 Mobile E-Commerce: % Value Growth 2015-2020

Table 3 Mobile E-Commerce Forecasts: Value 2020-2025

Table 4 Mobile E-Commerce Forecasts: % Value Growth 2020-2025

EXECUTIVE SUMMARY

COVID-19 impact on retailing

COVID-19 country impact

Informal market continues to flourish

Large public debt continues to hamper economy

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2019

Physical retail landscape

Cash and carry

Seasonality

Mother's/Father's Day

Summer Sales

Back to School

Christmas

Payments and delivery

Emerging business models

MARKET DATA

Table 5 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020

Table 6 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2015-2020

Table 7 Sales in Store-Based Retailing by Channel: Value 2015-2020

Table 8 Sales in Store-Based Retailing by Channel: % Value Growth 2015-2020

Table 9 Store-Based Retailing Outlets by Channel: Units 2015-2020

Table 10 Store-Based Retailing Outlets by Channel: % Unit Growth 2015-2020

Table 11 Sales in Non-Store Retailing by Channel: Value 2015-2020

Table 12 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020

Table 13 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020

Table 14 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 15 Sales in Non-Grocery Specialists by Channel: Value 2015-2020

Table 16 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020

Table 17 Non-Grocery Specialists Outlets by Channel: Units 2015-2020

Table 18 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020

Table 19 Retailing GBO Company Shares: % Value 2016-2020

Table 20 Retailing GBN Brand Shares: % Value 2017-2020

Table 21 Store-based Retailing GBO Company Shares: % Value 2016-2020

Table 22 Store-based Retailing GBN Brand Shares: % Value 2017-2020

Table 23 Store-based Retailing LBN Brand Shares: Outlets 2017-2020

Table 24 Non-Store Retailing GBO Company Shares: % Value 2016-2020

Table 25 Non-Store Retailing GBN Brand Shares: % Value 2017-2020

Table 26 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020

Table 27 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020

Table 28 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020

Table 29 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020

Table 30 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025

Table 31 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025

Table 32 Forecast Sales in Store-Based Retailing by Channel: Value 2020-2025

Table 33 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2020-2025

Table 34 Forecast Store-Based Retailing Outlets by Channel: Units 2020-2025

Table 35 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025

Table 36 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025

Table 37 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025

Table 38 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025

Table 39 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025

Table 40 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025

Table 41 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth
2020-2025

Table 42 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025

Table 43 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth
2020-2025

DISCLAIMER

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

SOURCES

Summary 2 Research Sources

I would like to order

Product name: Mobile E-Commerce in Ecuador

Product link: <https://marketpublishers.com/r/MB93E305D618EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MB93E305D618EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970