

Mobile E-Commerce in Georgia

<https://marketpublishers.com/r/ME3CEF9DAE37EN.html>

Date: February 2021

Pages: 30

Price: US\$ 990.00 (Single User License)

ID: ME3CEF9DAE37EN

Abstracts

While value sales are still low, mobile e-commerce registered the highest current value of any retailer channel in 2020. This was largely driven by online third party food delivery companies such as Glovo and Wolt. While there was a huge increase in online grocery sales in 2020, it was not through mobile e-commerce, as most grocery retailers do have mobile-friendly websites.

Euromonitor International's Mobile E-Commerce in Georgia 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

Online food delivery companies drive value sales in mobile e-commerce

Mobile e-commerce receives fuel injection in 2020

Growing number of players expected to launch mobile retail apps over the forecast period

RECOVERY AND OPPORTUNITIES

More affordable mobile data packages will drive value sales

Older people becoming more open to mobile e-commerce

Expanding coverage by mobile operators to further support the development of mobile e-commerce

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

E-commerce registers huge boost

Rise in local production, due to shortages of imported products

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2018

Physical retail landscape

Cash and carry

Seasonality

Back to school

New Year

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 Georgia

Product link: <https://marketpublishers.com/r/ME3CEF9DAE37EN.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/ME3CEF9DAE37EN.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