

Mobile E-Commerce in Germany

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Abstracts

Before to the emergence of the COVID-19 pandemic, there had been a steady shift towards mobile e-commerce within e-commerce already. Yet, whilst German consumers remained relatively reluctant in terms of digital mobile shopping prior to 2020 due to data privacy and security concerns, the pandemic led to a digitalisation push in the country, which boosted not only e-commerce but mobile e-commerce in particular, as the smartphone became increasingly influential as a shopping device. Not least resu...

Euromonitor International's Mobile E-Commerce in Germany 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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