

# Mobile E-Commerce in Greece

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## Abstracts

After seeing a dynamic double-digit current value increase in 2019, mobile e-commerce saw even stronger growth in 2020, outperforming overall e-commerce. The ownership of smartphones is widening and increasing in Greece, which is allowing more consumers to shop online. Meanwhile, network providers have also improved their coverage and lowered the cost of web connectivity, offering deals with enough data allowance for people to access the internet from their phones, rather than from their laptops...

Euromonitor International's Mobile E-Commerce in Greece 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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Better infrastructure, COVID-19 and new apps all contribute to growth

App development will convince consumers to complete purchases online

AB click2shop remains the most visible food shopping app

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More development of easy-use apps expected, to take advantage of growth potential

Social media marketing set to contribute to growth in mobile e-commerce

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