

Mobile E-Commerce in Israel

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Abstracts

Lockdowns, social distancing measures, and fears of contracting COVID-19 forced many individuals to stay at home during 2020. As a result, the convenience of e-commerce became especially attractive to an increasing number of Israeli consumers during 2020. The pandemic led a large number of consumers to take a more expansive view of the type of product categories they consider purchasing online, while leading many others to try e-commerce for the first time. Since many consumers own a smartphone,...

Euromonitor International's Mobile E-Commerce in Israel 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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Consumers propelled towards mobile e-commerce due to household computers' being unavailable in 2020

Credit card companies release an app that can be used for payment in 2020

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GLOBAL INDUSTRY ENVIRONMENT

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