

Mobile E-Commerce in Latvia

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Abstracts

Mobile e-commerce registered strong current value growth in 2020, benefiting from the strong development of e-commerce. Mobile e-commerce continued to outperform e-commerce in Latvia in terms of annual growth rate. This is partly due to being at a nascent stage and therefore growing from a very low base, and partly due to the number of Latvians accessing the internet through their mobile phones, rapidly increasing. The highest growth is among the younger audiences, thanks to the growing penetrat...

Euromonitor International's Mobile E-Commerce in Latvia 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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2020 IMPACT

Mobile e-commerce benefits from the strong development of e-commerce

Shoppers still prefer accessing e-commerce retailers from computers

Mobile e-commerce for food delivery services and restaurants gained popularity in 2020

RECOVERY AND OPPORTUNITIES

Mobile e-commerce is set to become a key part of a successful multi-channel strategy

Consumers in 2020 are still cautious of paying through a mobile phone, however, this is set to change over the forecast period

Mobile e-commerce is supported by consumers increasingly busy lifestyles, partnered with and new technology

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