

# Mobile E-Commerce in Lithuania

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## Abstracts

The pandemic boosted value sales through mobile e-commerce in 2020. The growth in purchases through mobile e-commerce and applications was visible across all product areas but especially significant in food and drink. The pandemic encouraged Lithuanians to rely more on mobile e-commerce, as they sought to avoid crowded stores and risking personal contact.

Euromonitor International's Mobile E-Commerce in Lithuania 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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Pandemic boosts value sales through mobile e-commerce as consumers seek to avoid crowded stores

Mobile apps increase in popularity, driven by the rise of convenience-driven consumers while aiding sales of mobile e-commerce

Pigu.lt is a technological leader, being one of the first to offer e-commerce complimented with mobile e-commerce and a mobile application

#### RECOVERY AND OPPORTUNITIES

Mobile e-commerce will benefit from the rise in smartphones, with consumers integrating smartphones into their daily routines, including shopping

Consumer trust in payments with mobile phone apps grows and users appreciate personalised offers and discounts

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