

# Mobile E-Commerce in North Macedonia

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## Abstracts

Mobile e-commerce was the strongest performer in 2020, with current value growth increasing by more than a third. However, current value growth was actually lower than over the review period but this growth was from a very small base and it could be said that it did not receive the same fuel injection as e-commerce did, due to COVID-19. However, increasingly online stores have a mobile interface and this is driving value growth, as well as increased smartphone ownership.

Euromonitor International's Mobile E-Commerce in North Macedonia 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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E-commerce more positively affected by COVID-19 than mobile e-commerce

Mobile e-commerce remains highly fragmented as new players enter the fray

Consumers still tend use personal computers to buy online, but a growing number are turning to mobile e-commerce

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