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Mobile E-Commerce in Peru

https://marketpublishers.com/r/M45AFD08E964EN.html
Date: March 2021
Pages: 42
Price: US$ 990.00 (Single User License)
ID: M45AFD08E964EN

Abstracts

Mobile e-commerce saw exceptional growth in 2020, partly as a result of the pandemic, but also in line with underlying trends. Over the review period, mobile phone operators have aggressively courted consumers with low-priced connectivity plans. This has encouraged consumers to switch from pre-paid plans to contracts, which typically allows users to upgrade to a better phone, as well as motivating other consumers to buy a smartphone. This has lifted smartphone penetration. Access to mobile inter...

Euromonitor International's Mobile E-Commerce in Peru 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;

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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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