

Mobile E-Commerce in Poland

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Abstracts

Much like overall e-commerce, mobile e-commerce turned out to be a winner amidst the pandemic in 2020. Throughout the pandemic, there was increased traffic in app stores which translated to an increase in sales through the mobile channel. In fact, mobile e-commerce enjoyed robust double-digit current value growth in 2020. E-commerce sales via mobile devices also increased thanks to the continued development of technology. Better matching of websites and offers to smartphones and tablets supporte...

Euromonitor International's Mobile E-Commerce in Poland 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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Younger generations more likely to use mobile e-commerce

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GLOBAL INDUSTRY ENVIRONMENT

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