

Mobile E-Commerce in Romania

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Abstracts

In common with overall e-commerce, mobile e-commerce benefited from changes to consumer lifestyles and behaviours and restrictions on the operations of store-based retailing during the COVID-19 crisis. Mobile e-commerce had a strong platform from which to build on the opportunities presented by the crisis, with a high level of penetration of smartphones across Romania and the high connectivity speeds and affordable prices for both devices and services. According to ANCOM (National Authority for...

Euromonitor International's Mobile E-Commerce in Romania 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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Improvements help smartphones to complete the purchasing cycle

Smartphones move from browsing to purchase completion during crisis

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GLOBAL INDUSTRY ENVIRONMENT

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