

# Mobile E-Commerce in Russia

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## Abstracts

The increasing penetration and popularity of mobile internet connections and smartphones continued to drive mobile e-commerce sales towards the end of the review period. There was also continuing growth in the number of people who access the internet only via mobile devices. According to various sources the penetration of mobile internet continued to expand in 2020, and interestingly, this included the elderly population. As active users become older, they are moving on to the next age group, wh...

Euromonitor International's Mobile E-Commerce in Russia 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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The ongoing development of smartphone technology helps mobile e-commerce apps improve the shopping experience

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