

# Mobile E-Commerce in Slovakia

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## Abstracts

Mobile e-commerce witnessed significant growth in 2020. During the pandemic many consumers opted to purchase goods through e-commerce and mobile e-commerce to avoid having to visit stores and risk personal contact. Mobile e-commerce growth was supported by a high number of impulse purchases, as consumers spent more time at home and mobile shopping sprees became more and more common.

Euromonitor International's Mobile E-Commerce in Slovakia 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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COVID-19 benefits mobile e-commerce as consumers seek to avoid physical stores

Rise in use of smartphones and growing popularity of Google Pay and Apple Pay support mobile e-commerce value sales

Apparel and footwear and consumer electronics dominate mobile e-commerce

#### RECOVERY AND OPPORTUNITIES

Crisis-inspired mobile e-commerce boom will lead to a permanent channel shift

Players are set to invest further in mobile e-commerce, paying attention to mobile applications, web optimisation and instore digital features to boost growth

Challenges to mobile e-commerce include lack of website optimisation, low-level users in rural areas and desktop as an e-commerce shopping preference

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