

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.

Contents

KEY DATA FINDINGS

2020 IMPACT

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

CHANNEL DATA

Table 1 Mobile E-Commerce: Value 2015-2020

Table 2 Mobile E-Commerce: % Value Growth 2015-2020

Table 3 Mobile E-Commerce Forecasts: Value 2020-2025

Table 4 Mobile E-Commerce Forecasts: % Value Growth 2020-2025

EXECUTIVE SUMMARY

COVID-19 impact on retailing

COVID-19 country impact

Demand for convenience leads retailers to modernise their stores and innovate their services

Health and wellness trend and demand for sustainable goods shape the retailing landscape

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2019

Physical retail landscape

Cash and carry

Table 5 Cash and Carry Sales: Value 2015-2020

Seasonality

Christmas

Easter

Back to School

Payments and delivery

Emerging business models

MARKET DATA

Table 6 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020

Table 7 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2015-2020

Table 8 Sales in Store-based Retailing by Channel: Value 2015-2020

Table 9 Sales in Store-based Retailing by Channel: % Value Growth 2015-2020

Table 10 Store-based Retailing Outlets by Channel: Units 2015-2020

Table 11 Store-based Retailing Outlets by Channel: % Unit Growth 2015-2020

Table 12 Sales in Non-Store Retailing by Channel: Value 2015-2020

Table 13 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020

Table 14 Grocery Retailers: Value Sales, Outlets and Selling Space 2015-2020

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 16 Sales in Grocery Retailers by Channel: Value 2015-2020

Table 17 Sales in Grocery Retailers by Channel: % Value Growth 2015-2020

Table 18 Grocery Retailers Outlets by Channel: Units 2015-2020

Table 19 Grocery Retailers Outlets by Channel: % Unit Growth 2015-2020

Table 20 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020

Table 21 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 22 Sales in Non-Grocery Specialists by Channel: Value 2015-2020

Table 23 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020

Table 24 Non-Grocery Specialists Outlets by Channel: Units 2015-2020

Table 25 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020

Table 26 Mixed Retailers: Value Sales, Outlets and Selling Space 2015-2020

Table 27 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 28 Sales in Mixed Retailers by Channel: Value 2015-2020

Table 29 Sales in Mixed Retailers by Channel: % Value Growth 2015-2020

Table 30 Mixed Retailers Outlets by Channel: Units 2015-2020

Table 31 Mixed Retailers Outlets by Channel: % Unit Growth 2015-2020

Table 32 Retailing GBO Company Shares: % Value 2016-2020

Table 33 Retailing GBN Brand Shares: % Value 2017-2020

Table 34 Store-based Retailing GBO Company Shares: % Value 2016-2020

Table 35 Store-based Retailing GBN Brand Shares: % Value 2017-2020

Table 36 Store-based Retailing LBN Brand Shares: Outlets 2017-2020

Table 37 Non-Store Retailing GBO Company Shares: % Value 2016-2020

Table 38 Non-Store Retailing GBN Brand Shares: % Value 2017-2020

Table 39 Grocery Retailers GBO Company Shares: % Value 2016-2020

Table 40 Grocery Retailers GBN Brand Shares: % Value 2017-2020
Table 41 Grocery Retailers LBN Brand Shares: Outlets 2017-2020
Table 42 Grocery Retailers LBN Brand Shares: Selling Space 2017-2020
Table 43 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020
Table 44 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020
Table 45 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020
Table 46 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020
Table 47 Mixed Retailers GBO Company Shares: % Value 2016-2020
Table 48 Mixed Retailers GBN Brand Shares: % Value 2017-2020
Table 49 Mixed Retailers LBN Brand Shares: Outlets 2017-2020
Table 50 Mixed Retailers LBN Brand Shares: Selling Space 2017-2020
Table 51 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025
Table 52 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025
Table 53 Forecast Sales in Store-based Retailing by Channel: Value 2020-2025
Table 54 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2020-2025
Table 55 Forecast Store-based Retailing Outlets by Channel: Units 2020-2025
Table 56 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025
Table 57 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025
Table 58 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025
Table 59 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025
Table 60 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
Table 61 Forecast Sales in Grocery Retailers by Channel: Value 2020-2025
Table 62 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2020-2025
Table 63 Forecast Grocery Retailers Outlets by Channel: Units 2020-2025
Table 64 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2020-2025
Table 65 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025
Table 66 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
Table 67 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025
Table 68 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2020-2025
Table 69 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025
Table 70 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth

2020-2025

Table 71 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025

Table 72 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025

Table 73 Forecast Sales in Mixed Retailers by Channel: Value 2020-2025

Table 74 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2020-2025

Table 75 Forecast Mixed Retailers Outlets by Channel: Units 2020-2025

Table 76 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2020-2025

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SOURCES

Summary 2 Research Sources

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