

Mobile E-Commerce in South Africa

<https://marketpublishers.com/r/MFDF11F96ED1EN.html>

Date: February 2021

Pages: 46

Price: US\$ 990.00 (Single User License)

ID: MFDF11F96ED1EN

Abstracts

Due to the outbreak of COVID-19 in 2020, restrictions in trade were put in place throughout the year, leading consumers to search for different ways to purchase goods. This encouraged mobile food delivery apps to diversify their offerings during the national lockdown, to continue growing and boosting sales throughout the year. As such, it became increasingly common to find essentials available on platforms like Mr D Food, a move that stimulated demand for M-commerce services in 2020. Furthermore...

Euromonitor International's Mobile E-Commerce in South Africa 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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Trading restrictions encourage partnerships and growth in mobile e-commerce

Apps and mobile payment solutions support growth in 2020

Mobile-compatible websites and apps from leading players are key to their growth

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