

Mobile E-Commerce in Spain

<https://marketpublishers.com/r/M0F7B4807DBFEN.html>

Date: March 2021

Pages: 46

Price: US\$ 990.00 (Single User License)

ID: M0F7B4807DBFEN

Abstracts

In 2020, mobile e-commerce increased both in terms of current value sales and share of total e-commerce sales in Spain. By the end of 2020, mobile e-commerce represented over one third of total e-commerce sales in the country. Supporting the continuously booming growth is the fact that smartphone penetration is remarkably high in Spain. In fact, Spaniards use their mobile phones at a higher rate than the average European. An increasing reliance has been found amongst many Spaniards, especially y...

Euromonitor International's Mobile E-Commerce in Spain 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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Mobile e-commerce continues to surge in 2020 due to high use of smartphones in Spain

Spaniards prefer using retailers' apps for mobile e-commerce

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