

Mobile E-Commerce in Switzerland

<https://marketpublishers.com/r/M643CCA78518EN.html>

Date: March 2021

Pages: 46

Price: US\$ 990.00 (Single User License)

ID: M643CCA78518EN

Abstracts

In 2020, the COVID-19 pandemic further fuelled the existing upwards trend of mobile e-commerce in Switzerland. Over the review period, mobile e-commerce had already made strong gains in Swiss retailing, becoming an influential channel in Switzerland as consumers in the country are increasingly connected through their smartphones. During the COVID-19 pandemic, due to limited access to store-based retailing whilst COVID-19 lockdown measures were in place in 2020, consumers turned to their smartpho...

Euromonitor International's Mobile E-Commerce in Switzerland 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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