

# Mobile E-Commerce in Taiwan

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## Abstracts

Due to COVID-19 measures and the rapid need for retailers to have e-commerce platforms up and online, correlating platforms such as digital payments and mobile e-commerce also benefitted. At the end of the review period, some recently launched digital payment platforms like Apple Pay were the most popular mobile e-commerce payment methods. As a result of the pandemic, there was an increase in the use of mobiles to place orders and pay for necessities, as well as to download work-related and leis...

Euromonitor International's Mobile E-Commerce in Taiwan 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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Response to COVID-19 results in blurring of traditional channel boundaries

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