

# Mobile E-Commerce in Tunisia

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## Abstracts

At the end of the review period, mobile e-commerce remained a small retail channel in Tunisia, accounting for only a small proportion of total e-commerce value sales in 2020. However, sales are rose rapidly from a low base during 2020. The pandemic accelerated the shift towards e-commerce, and mobile e-commerce as a result, as many consumers experimented and became reliant on the digital channel while in isolation. Among the other factors supporting this growth is the recent launch by Tunisian P...

Euromonitor International's Mobile E-Commerce in Tunisia 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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