

# 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.

## Contents

### KEY DATA FINDINGS

#### 2020 IMPACT

Mobile e-commerce usage increases in tandem with growth of e-commerce

Food delivery services drive growth in mobile e-commerce in 2020

Mobile e-commerce has an underdeveloped competitive environment

#### RECOVERY AND OPPORTUNITIES

Mobile e-commerce to flow from importance of mobile devices and apps in daily life

The development of more mobile-friendly websites set to be key to channel growth

Increased trust in online payments will support growth in mobile e-commerce

#### CHANNEL DATA

Table 1 Mobile E-Commerce: Value 2015-2020

Table 2 Mobile E-Commerce: % Value Growth 2015-2020

Table 3 Mobile E-Commerce Forecasts: Value 2020-2025

Table 4 Mobile E-Commerce Forecasts: % Value Growth 2020-2025

#### EXECUTIVE SUMMARY

COVID-19 impact on retailing

COVID-19 country impact

Legal restrictions on the ownership of chemists and drugstores mean fragmentation

Apparel and footwear specialist retailers poised for dynamic development

Strong growth and development expected as retailing moves into the 21st century

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2019

Physical retail landscape

Cash and carry

Table 5 Cash and Carry Sales: Value 2014-2019

Seasonality

Eid Al-Fitr

Back to School

Payments and delivery

Emerging business models

#### MARKET DATA

Table 6 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020

Table 7 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2015-2020

Table 8 Sales in Store-Based Retailing by Channel: Value 2015-2020

Table 9 Sales in Store-Based Retailing by Channel: % Value Growth 2015-2020

- Table 10 Store-Based Retailing Outlets by Channel: Units 2015-2020
- Table 11 Store-Based Retailing Outlets by Channel: % Unit Growth 2015-2020
- Table 12 Sales in Non-Store Retailing by Channel: Value 2015-2020
- Table 13 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020
- Table 14 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020
- Table 15 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020
- Table 16 Sales in Non-Grocery Specialists by Channel: Value 2015-2020
- Table 17 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020
- Table 18 Non-Grocery Specialists Outlets by Channel: Units 2015-2020
- Table 19 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020
- Table 20 Retailing GBO Company Shares: % Value 2016-2020
- Table 21 Retailing GBN Brand Shares: % Value 2017-2020
- Table 22 Store-based Retailing GBO Company Shares: % Value 2016-2020
- Table 23 Store-based Retailing GBN Brand Shares: % Value 2017-2020
- Table 24 Store-based Retailing LBN Brand Shares: Outlets 2017-2020
- Table 25 Non-Store Retailing GBO Company Shares: % Value 2016-2020
- Table 26 Non-Store Retailing GBN Brand Shares: % Value 2017-2020
- Table 27 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020
- Table 28 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020
- Table 29 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020
- Table 30 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020
- Table 31 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025
- Table 32 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025
- Table 33 Forecast Sales in Store-Based Retailing by Channel: Value 2020-2025
- Table 34 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2020-2025
- Table 35 Forecast Store-Based Retailing Outlets by Channel: Units 2020-2025
- Table 36 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025
- Table 37 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025
- Table 38 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025
- Table 39 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025
- Table 40 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
- Table 41 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025
- Table 42 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth

2020-2025

Table 43 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025

Table 44 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth

2020-2025

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SOURCES

Summary 2 Research Sources

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