

# Mobile E-Commerce in Ukraine

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## Abstracts

2020 was a very successful year for mobile e-commerce, thanks to COVID-19, and consumers' desire to avoid exposure to infection. For Zakaz.ua, the largest local food delivery service, its timing could not have been better. It launched a mobile app in January 2020 and now 20% of its order are placed through the app. Other mobile delivery companies such as Glovo and Raketa also hugely benefitted from COVID-19. Glovo said that during lockdown 40% of its orders came from supermarkets and 35% from ph...

Euromonitor International's Mobile E-Commerce in Ukraine 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 delivery apps benefit hugely from COVID-19

Chinese brands are popular and growing

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