

Mobile E-Commerce in the United Kingdom

<https://marketpublishers.com/r/M0E59855BCCEEN.html>

Date: February 2021

Pages: 50

Price: US\$ 990.00 (Single User License)

ID: M0E59855BCCEEN

Abstracts

In line with the boom in online sales, m-commerce experienced robust year-on-year growth in terms of current value sales in 2020. The general trend of consumers spending greater amounts of time on their mobile devices was further accelerated by the pandemic, as they became one of the primary tools for connecting with the world. Younger generations are increasingly likely to use multiple screens in parallel, for example, checking social media platforms while watching a film on Netflix. As a resul...

Euromonitor International's Mobile E-Commerce in United Kingdom 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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Changing lifestyles boost m-commerce

Mobile platform is key for providing personalised offers

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GLOBAL INDUSTRY ENVIRONMENT

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