

# Mobile E-Commerce in the United Kingdom

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## 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.

## Contents

### KEY DATA FINDINGS

#### 2020 IMPACT

Changing lifestyles boost m-commerce

Mobile platform is key for providing personalised offers

Digital wallet use via in-app is set to become the new norm

#### RECOVERY AND OPPORTUNITIE

M-commerce set to continue to gain share within e-commerce

Chatbots will boost the consumer experience

Shoppable social media to play key role in omnichannel strategies

#### 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

Pandemic shifts consumer towards one-stop shopping

Retailers rely on high-tech solutions to adapt to new norms

What next for retailing?

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2020

Physical retail landscape

Cash and carry

Seasonality

Valentine's Day

Mothering Sunday

Easter

Back to school

Black Friday/Cyber Monday/Cyber Weekend

Christmas

Payments and delivery

Emerging business models

#### MARKET DATA

Table 5 Sales in Retailing by Store-based vs Non-Store: Value 2015-2020

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

Table 7 Sales in Store-based Retailing by Channel: Value 2015-2020

Table 8 Sales in Store-based Retailing by Channel: % Value Growth 2015-2020

Table 9 Store-based Retailing Outlets by Channel: Units 2015-2020

Table 10 Store-based Retailing Outlets by Channel: % Unit Growth 2015-2020

Table 11 Sales in Non-Store Retailing by Channel: Value 2015-2020

Table 12 Sales in Non-Store Retailing by Channel: % Value Growth 2015-2020

Table 13 Grocery Retailers: Value Sales, Outlets and Selling Space 2015-2020

Table 14 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 15 Sales in Grocery Retailers by Channel: Value 2015-2020

Table 16 Sales in Grocery Retailers by Channel: % Value Growth 2015-2020

Table 17 Grocery Retailers Outlets by Channel: Units 2015-2020

Table 18 Grocery Retailers Outlets by Channel: % Unit Growth 2015-2020

Table 19 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2015-2020

Table 20 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 21 Sales in Non-Grocery Specialists by Channel: Value 2015-2020

Table 22 Sales in Non-Grocery Specialists by Channel: % Value Growth 2015-2020

Table 23 Non-Grocery Specialists Outlets by Channel: Units 2015-2020

Table 24 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2015-2020

Table 25 Mixed Retailers: Value Sales, Outlets and Selling Space 2015-2020

Table 26 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2015-2020

Table 27 Sales in Mixed Retailers by Channel: Value 2015-2020

Table 28 Sales in Mixed Retailers by Channel: % Value Growth 2015-2020

Table 29 Mixed Retailers Outlets by Channel: Units 2015-2020

Table 30 Mixed Retailers Outlets by Channel: % Unit Growth 2015-2020

Table 31 Retailing GBO Company Shares: % Value 2016-2020

Table 32 Retailing GBN Brand Shares: % Value 2017-2020

Table 33 Store-based Retailing GBO Company Shares: % Value 2016-2020

Table 34 Store-based Retailing GBN Brand Shares: % Value 2017-2020

Table 35 Store-based Retailing LBN Brand Shares: Outlets 2017-2020

Table 36 Non-Store Retailing GBO Company Shares: % Value 2016-2020

Table 37 Non-Store Retailing GBN Brand Shares: % Value 2017-2020

Table 38 Grocery Retailers GBO Company Shares: % Value 2016-2020

Table 39 Grocery Retailers GBN Brand Shares: % Value 2017-2020

Table 40 Grocery Retailers LBN Brand Shares: Outlets 2017-2020

Table 41 Grocery Retailers LBN Brand Shares: Selling Space 2017-2020

- Table 42 Non-Grocery Specialists GBO Company Shares: % Value 2016-2020
- Table 43 Non-Grocery Specialists GBN Brand Shares: % Value 2017-2020
- Table 44 Non-Grocery Specialists LBN Brand Shares: Outlets 2017-2020
- Table 45 Non-Grocery Specialists LBN Brand Shares: Selling Space 2017-2020
- Table 46 Mixed Retailers GBO Company Shares: % Value 2016-2020
- Table 47 Mixed Retailers GBN Brand Shares: % Value 2017-2020
- Table 48 Mixed Retailers LBN Brand Shares: Outlets 2017-2020
- Table 49 Mixed Retailers LBN Brand Shares: Selling Space 2017-2020
- Table 50 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2020-2025
- Table 51 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2020-2025
- Table 52 Forecast Sales in Store-based Retailing by Channel: Value 2020-2025
- Table 53 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2020-2025
- Table 54 Forecast Store-based Retailing Outlets by Channel: Units 2020-2025
- Table 55 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2020-2025
- Table 56 Forecast Sales in Non-Store Retailing by Channel: Value 2020-2025
- Table 57 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2020-2025
- Table 58 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025
- Table 59 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
- Table 60 Forecast Sales in Grocery Retailers by Channel: Value 2020-2025
- Table 61 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2020-2025
- Table 62 Forecast Grocery Retailers Outlets by Channel: Units 2020-2025
- Table 63 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2020-2025
- Table 64 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2020-2025
- Table 65 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2020-2025
- Table 66 Forecast Sales in Non-Grocery Specialists by Channel: Value 2020-2025
- Table 67 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2020-2025
- Table 68 Forecast Non-Grocery Specialists Outlets by Channel: Units 2020-2025
- Table 69 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2020-2025
- Table 70 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2020-2025
- Table 71 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth

2020-2025

Table 72 Forecast Sales in Mixed Retailers by Channel: Value 2020-2025

Table 73 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2020-2025

Table 74 Forecast Mixed Retailers Outlets by Channel: Units 2020-2025

Table 75 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2020-2025

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GLOBAL INDUSTRY ENVIRONMENT

DEFINITIONS

SOURCES

Summary 2 Research Sources

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