

Mobile E-Commerce in Uruguay

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Abstracts

2020 was a very successful year for mobile e-commerce. thanks to COVID-19, and consumers' desire to avoid brick-and-mortar outlets, in order to avoid exposure to infection. As with e-commerce, value sales increased by more a third in 2020. Also, according to Uruguay Central Bank data, during the first half of 2020, the number of mobile payments increased by 29%. Grupo ?xito also reported that there were 29,000 downloads of its grocery app in the first half of 2020. Coca Cola's Wabi app was also...

Euromonitor International's Mobile E-Commerce in Uruguay 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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2020 IMPACT

Huge growth in mobile app downloads and mobile payments

Third-party merchants capitalise on the high cost of developing mobile apps

Leader Mercado Libre tailors offer to range of retailers and offers user-friendly app

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GLOBAL INDUSTRY ENVIRONMENT

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