

Mobile Internet Retailing in Argentina

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Abstracts

The growth of mobile internet retailing is exponential and has developed rapidly as the penetration of smartphones increases throughout the population. The reasons for this phenomenon are price reductions for smartphones that make it possible for anyone to access them regardless of their socioeconomic level, as well as the increasing use of free apps such as WhatsApp that only work on smartphones. In this way, while in 2016 total mobile purchases amounted to 20%, in 2017 this share rose to 27%,...

Euromonitor International's Mobile Internet Retailing in Argentina 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 Internet Retailing 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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Definitions

Other Terminology:

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