

Mobile Internet Retailing in Belarus

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Abstracts

The desire of Belarusians to stay connected and own a modern mobile phone stimulated growing sales of mobile phones in 2018. According to the State, value sales of consumer electronics grew extensively in the last two years of the review period. Such growth was stimulated by a sound macroeconomic performance and a relatively stable exchange rate. In addition, purchases of smartphones became more affordable thanks to instalment payment methods that are now widely available. Thus, local consumers...

Euromonitor International's Mobile Internet Retailing in Belarus 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.

Contents

Headlines

Prospects

Mobile Internet Retailing Registers Stable Growth

Busy Lifestyles and Convenience Encourage Mobile Internet Retailing Sales

Mobile Internet Retailing Is Positively Affected by Improving Technologies

Competitive Landscape

Mobile-friendly Applications and Websites Stimulate Internet Retailing Value Growth

Competition Among Foreign and Local Retailers Persists

Mobile Phones Set To Remain A Major Mobile Internet Retailing Purchase Device

Channel Data

Table 1 Mobile Internet Retailing: Value 2013-2018

Table 2 Mobile Internet Retailing: % Value Growth 2013-2018

Table 3 Mobile Internet Retailing Forecasts: Value 2018-2023

Table 4 Mobile Internet Retailing Forecasts: % Value Growth 2018-2023

Executive Summary

Improving Economic Situation and Consumer Trends Positively Affect Retailing

Modern Grocery Retailers and Internet Retailing Record the Fastest Outlet and Value Growth in 2018

Competition Intensifies Between Local Players and New Foreign Entrants

Internet Retailing Records Value Growth Thanks To A Favourable Environment

Local Retailing Market Set To Record Further Value Growth

Operating Environment

Informal Retailing

Opening Hours

Summary 1 Standard Opening Hours by Channel Type

Physical Retail Landscape

Cash and Carry

Table 5 Cash and Carry Sales: Value

Seasonality

Payments and Delivery

Emerging Business Models

Market Data

Table 6 Sales in Retailing by Store-based vs Non-Store: Value 2013-2018

Table 7 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2013-2018

Table 8 Sales in Store-Based Retailing by Channel: Value 2013-2018

Table 9 Sales in Store-Based Retailing by Channel: % Value Growth 2013-2018

Table 10 Store-Based Retailing Outlets by Channel: Units 2013-2018

- Table 11 Store-Based Retailing Outlets by Channel: % Unit Growth 2013-2018
- Table 12 Sales in Non-Store Retailing by Channel: Value 2013-2018
- Table 13 Sales in Non-Store Retailing by Channel: % Value Growth 2013-2018
- Table 14 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2013-2018
- Table 15 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2013-2018
- Table 16 Sales in Non-Grocery Specialists by Channel: Value 2013-2018
- Table 17 Sales in Non-Grocery Specialists by Channel: % Value Growth 2013-2018
- Table 18 Non-Grocery Specialists Outlets by Channel: Units 2013-2018
- Table 19 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2013-2018
- Table 20 Retailing GBO Company Shares: % Value 2014-2018
- Table 21 Retailing GBN Brand Shares: % Value 2015-2018
- Table 22 Store-based Retailing GBO Company Shares: % Value 2014-2018
- Table 23 Store-based Retailing GBN Brand Shares: % Value 2015-2018
- Table 24 Store-based Retailing LBN Brand Shares: Outlets 2015-2018
- Table 25 Non-Store Retailing GBO Company Shares: % Value 2014-2018
- Table 26 Non-Store Retailing GBN Brand Shares: % Value 2015-2018
- Table 27 Non-Grocery Specialists GBO Company Shares: % Value 2014-2018
- Table 28 Non-Grocery Specialists GBN Brand Shares: % Value 2015-2018
- Table 29 Non-Grocery Specialists LBN Brand Shares: Outlets 2015-2018
- Table 30 Non-Grocery Specialists LBN Brand Shares: Selling Space 2015-2018
- Table 31 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2018-2023
- Table 32 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2018-2023
- Table 33 Forecast Sales in Store-Based Retailing by Channel: Value 2018-2023
- Table 34 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2018-2023
- Table 35 Forecast Store-Based Retailing Outlets by Channel: Units 2018-2023
- Table 36 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2018-2023
- Table 37 Forecast Sales in Non-Store Retailing by Channel: Value 2018-2023
- Table 38 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2018-2023
- Table 39 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2018-2023
- Table 40 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2018-2023
- Table 41 Forecast Sales in Non-Grocery Specialists by Channel: Value 2018-2023
- Table 42 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth

2018-2023

Table 43 Forecast Non-Grocery Specialists Outlets by Channel: Units 2018-2023

Table 44 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth

2018-2023

Definitions

Sources

Summary 2 Research Sources

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