

# Mobile Internet Retailing in Guatemala

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## Abstracts

Mobile retailing is in its growing phase in Guatemala and still has many barriers to break down to become the internet retailing of the future. One of the strongest barriers is that consumers do not feel comfortable making purchases directly from their phone, but use apps mainly as browsing devices. However, innovation in new app development is strong in Guatemala, and service provider companies like Uber are helping to break the barriers. The most advertised apps of 2018 were Uber Eats, Glovo a...

Euromonitor International's Mobile Internet Retailing in Guatemala 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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