

Mobile Internet Retailing in Hungary

<https://marketpublishers.com/r/M3C863FE6B8EN.html>

Date: January 2019

Pages: 43

Price: US\$ 990.00 (Single User License)

ID: M3C863FE6B8EN

Abstracts

Shopping applications are always promoted in advertisements and by word of mouth, as recommendations from friends also act as a catalyst. The emergence of larger and longer screen sizes designed for scrolling, the prevalence of responsive website designs and the new applications developed to aid conducting various bookings and transactions are all improving the user experience. Multimedia content and more detailed information through an application are also available and further encourage purcha...

Euromonitor International's Mobile Internet Retailing in Hungary 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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