

# Mobile Internet Retailing in Japan

<https://marketpublishers.com/r/M6E599E50B1EN.html>

Date: February 2019

Pages: 41

Price: US\$ 990.00 (Single User License)

ID: M6E599E50B1EN

## Abstracts

The increasing penetration of smartphones is re-shaping how consumers search for information and shop. This is more prominent in younger generations, who are digital natives, than amongst older consumers. Younger generations are more likely to make purchases via mobile devices than older generations. In order to target them, it is necessary to prepare a mobile-optimised user interface. Whether this is web browser-based or mobile app-based, it needs to be easy to use on small screens. Developing...

Euromonitor International's Mobile Internet Retailing in Japan 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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