

# Mobile Internet Retailing in Macedonia

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## Abstracts

Mobile device usage in Macedonia is high and keeps increasing each year. However, most local consumers use a mobile as a tool for social media interaction, gaming or communication. Locals rely on smartphones and tablets mostly to go online and review certain products prior to purchasing from retailers that operate websites featuring their products. Consumers often review such items to make relevant comparisons, although most of these consumers make their purchases using personal computers. The s...

Euromonitor International's Mobile Internet Retailing in Macedonia 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 Device Usage Is High, But Few Use Phones To Buy Goods

Companies Increasingly Develop Mobile-friendly Websites

the Strong Growth and Penetration of Mobile Internet Retailing Will Continue

Competitive Landscape

Mobile Internet Retailing Remains Highly Fragmented

Few Domestic Mobile Apps Exist for Retailing

the Non-grocery Specialists Channel Leads the Way in Mobile Internet Retailing

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

Retailing Maintains Stable Growth in 2018 Despite Political Turbulence

Drugstores/parapharmacies, Discounters and Other Grocery Retailers Offering Deep Discounts Flourish

Non-grocery Specialists Underperforms Compared With Grocery Retailers

Domestic Retailers Dominate, While There Are Few International Investments

Retailing Growth To Slow Down Over the Forecast Period

Operating Environment

Informal Retailing

Opening Hours

Summary 1 Standard Opening Hours by Channel Type

Physical Retail Landscape

Cash and Carry

Seasonality

Payments and Delivery

Emerging Business Models

Market Data

Table 5 Sales in Retailing by Store-based vs Non-Store: Value 2013-2018

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

Table 7 Sales in Store-Based Retailing by Channel: Value 2013-2018

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

Table 9 Store-Based Retailing Outlets by Channel: Units 2013-2018

Table 10 Store-Based Retailing Outlets by Channel: % Unit Growth 2013-2018

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

Table 42 Forecast Non-Grocery Specialists Outlets by Channel: Units 2018-2023

Table 43 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth

2018-2023

Definitions

Sources

Summary 2 Research Sources

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