

Mobile Internet Retailing in Poland

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Abstracts

Smartphones and tablets are becoming increasingly important sales and marketing tools. According to the report “Omni-commerce. Kupuje wygodnie 2018” prepared by Mobile Institute in cooperation with the Chamber of Electronic Commerce (IGE), 43% of internet users indicated that they purchased products of a specific brand from more than one sales channel. Mobile internet retailing is predicted to record rapid value growth (in both current and at constant 2018 prices) over the forecast period. The p...

Euromonitor International's Mobile Internet Retailing in Poland 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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