

Mobile Internet Retailing in Slovakia

<https://marketpublishers.com/r/M132BAA455DEN.html>

Date: January 2019

Pages: 39

Price: US\$ 990.00 (Single User License)

ID: M132BAA455DEN

Abstracts

Slovakia saw dynamic income growth and improved consumer confidence over the review period. The improving economic climate led to an increase in the number of smartphone users in the country, creating a platform for m-commerce to grow. In 2018, two-in-three Slovaks owned a smartphone. Growing consumer confidence not only boosts smartphone sales, but also drives impulse online sales, which are often made using smartphones.

Euromonitor International's Mobile Internet Retailing in Slovakia 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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Definitions

Other Terminology:

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