

Non-Store Retailing in Georgia

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Abstracts

By 2016, internet coverage significantly increased in Georgia. More people were becoming computer-savvy and aware of technology. Also the development of payment systems and people's increased trust in online transactions supported the growth of online retailing. The share of internet retailing in overall non-store retailing reached 62% in 2016, up three percentage points on the previous year.

Euromonitor International's Non-Store Retailing in Georgia 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.

Product coverage: Direct Selling, Homeshopping, Internet Pure Play Retailers, Internet Retailing, Mobile Internet Retailing, Vending.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Non-Store 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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