

Retail E-Commerce in Pakistan

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Abstracts

Clicky, a fast-fashion e-commerce platform focused on apparel, footwear and accessories, has received investments from notable investors such as Fatima Ventures and Souq, a UAE-based company that was later acquired by Amazon. In December 2021, the start-up raised USD700,000 in its latest funding round, bringing its pre-series A funding total to USD2.4 million. Other e-commerce platforms in Pakistan, such as PriceOye.pk, have also attracted significant investment. In 2022, PriceOye raised USD7.9

Euromonitor International's Retail E-Commerce in Pakistan 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: Retail E-Commerce by Product, Retail E-Commerce by Type.

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

Why buy this report?

Get a detailed picture of the Retail E-Commerce 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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