

Online Retail in Italy - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Online Retail in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The online retail market includes all sales within Clothing & Footwear, Electricals, Food & Grocery, Health & Beauty, Home and Other (Books, News & Stationery, Jewelry & Watches, Luggage & Leather Goods, Music, Video & Entertainment Software, Sports & Leisure Equipment and others) segments, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer. Online specialists retailers include sell only via the internet. Other online retail is a sell done online by retailers that also operate via offline channels (in-store, mail order, direct selling, etc.)

The Italian online retail sector had total revenues of \$28.3bn in 2020, representing a compound annual growth rate (CAGR) of 23.5% between 2016 and 2020.

The apparel retail segment accounted for the sector's highest value-share in 2020, with total revenues of \$9.6bn, equivalent to 33.8% of the sector's overall value.

The value of the Italian online retail sector grew by 26.9% in 2020.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the online retail market in Italy

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Italy

Leading company profiles reveal details of key online retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Italy online retail market with five year forecasts

REASONS TO BUY

What was the size of the Italy online retail market by value in 2020?

What will be the size of the Italy online retail market in 2025?

What factors are affecting the strength of competition in the Italy online retail market?

How has the market performed over the last five years?

How large is Italy's online retail market in relation to its regional counterparts?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What are the main business models in the market?
- 7.3. What strategies do the leading players follow?
- 7.4. Who are the main challengers to the incumbents?
- 7.5. What is the rationale for the recent M&A activity?

8 COMPANY PROFILES

- 8.1. Amazon.com, Inc.
- 8.2. Zalando SE
- 8.3. MediaMarktSaturn Retail Group
- 8.4. Apple Inc
- 8.5. Compagnie Financiere Richemont SA

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Italy online retail sector value: \$ million, 2016-20
Table 2: Italy online retail sector category segmentation: \$ million, 2020
Table 3: Italy online retail sector geography segmentation: \$ million, 2020
Table 4: Italy online retail sector value forecast: \$ million, 2020-25
Table 5: Amazon.com, Inc.: key facts
Table 6: Amazon.com, Inc.: Annual Financial Ratios
Table 7: Amazon.com, Inc.: Key Employees
Table 8: Amazon.com, Inc.: Key Employees Continued
Table 9: Zalando SE: key facts
Table 10: Zalando SE: Annual Financial Ratios
Table 11: Zalando SE: Key Employees
Table 12: MediaMarktSaturn Retail Group: key facts
Table 13: MediaMarktSaturn Retail Group: Key Employees
Table 14: Apple Inc: key facts
Table 15: Apple Inc: Annual Financial Ratios
Table 16: Apple Inc: Key Employees
Table 17: Apple Inc: Key Employees Continued
Table 18: Compagnie Financiere Richemont SA: key facts
Table 19: Compagnie Financiere Richemont SA: Annual Financial Ratios
Table 20: Compagnie Financiere Richemont SA: Key Employees
Table 21: Italy size of population (million), 2016-20
Table 22: Italy gdp (constant 2005 prices, \$ billion), 2016-20
Table 23: Italy gdp (current prices, \$ billion), 2016-20
Table 24: Italy inflation, 2016-20
Table 25: Italy consumer price index (absolute), 2016-20
Table 26: Italy exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

Figure 1: Italy online retail sector value: \$ million, 2016-20

Figure 2: Italy online retail sector category segmentation: % share, by value, 2020

Figure 3: Italy online retail sector geography segmentation: % share, by value, 2020

Figure 4: Italy online retail sector value forecast: \$ million, 2020-25

Figure 5: Forces driving competition in the online retail sector in Italy, 2020

Figure 6: Drivers of buyer power in the online retail sector in Italy, 2020

Figure 7: Drivers of supplier power in the online retail sector in Italy, 2020

Figure 8: Factors influencing the likelihood of new entrants in the online retail sector in Italy, 2020

Figure 9: Factors influencing the threat of substitutes in the online retail sector in Italy, 2020

Figure 10: Drivers of degree of rivalry in the online retail sector in Italy, 2020

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