

Retail E-Commerce in Singapore

Market Direction | 2023-03-03 | 40 pages | Euromonitor

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Report description:

2020-2021 was an accelerated period of growth for retail e-commerce in Singapore due to the pandemic and home seclusion as consumers were concerned about exposure to COVID-19 and wanted to avoid coming into contact with others in busy stores. Therefore, many turned towards retail e-commerce to fulfil their daily necessities. Retailers also accelerated digitalisation of their offer, either by operating their own online sales platforms or joining third party marketplaces such as Lazada Marketplace...

Euromonitor International's Retail E-Commerce in Singapore 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

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reliable information resources to help drive informed strategic planning.

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Shopee and Lazada remain leading online marketplaces in Singapore

Livestreaming and gamification key aspects of retailers' plans to boost consumer loyalty and engagement

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