

## **Retail E-Commerce in Italy**

Market Direction | 2023-03-21 | 43 pages | Euromonitor

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### **Report description:**

Retail e-commerce continued to perform positively in value sales terms in 2022 as many Italians are now extremely confident in regularly using this channel to purchase various items. While the channel's growth in 2022 was notably slower compared to its dynamic double-digit growth rates recorded in 2020 and 2021 - in line with greater mobility outside of the home and pent-up demand for the in-store shopping experience again - the convenience, precision and speed provided to consumers by retail e-...

Euromonitor International's Retail E-Commerce in Italy 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.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
March 2023

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Positive performance for retail e-commerce in 2022 but growth slows in line with greater mobility

Innovation and sustainability

International giants prevail but ManoMano identifies strong potential for Italian market

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Positive outlook for retail e-commerce due to habit persistence and familiarity

Innovation evolving from the metaverse

Logistics of retail e-commerce must consider environmental impact

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