

Retail E-Commerce in Spain

Market Direction | 2023-03-21 | 37 pages | Euromonitor

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Report description:

More than two thirds of Spaniards already make purchases online. Although retail e-commerce was already developing rapidly in the country, a strong acceleration was seen in recent years due to the pandemic, with value sales surging by more than half in 2020 alone. Although the rates of increase slowed in 2021 and 2022, growth continued despite the lifting of restrictions and the return of consumers to offline retailers. Many of those who shopped online for the first time during 2020 continued to...

Euromonitor International's Retail E-Commerce in Spain 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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