

Retail E-Commerce in Guatemala

Market Direction | 2023-03-28 | 16 pages | Euromonitor

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Report description:

Prior to 2020, e-commerce in Guatemala had been experiencing steady growth over the years, but adoption rates remained relatively low. However, the COVID-19 pandemic triggered a surge in e-commerce sales, particularly among more affluent consumers who were forced to rely on online shopping due to stay-at-home measures and travel restrictions. This trend continued in 2021, with e-commerce sales growth remaining strong. Surprisingly, this trend also continued in 2022, with year-on-year growth even...

Euromonitor International's Retail E-Commerce in Guatemala 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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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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