

## **Retail E-Commerce in Lithuania**

Market Direction | 2023-03-28 | 21 pages | Euromonitor

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### **Report description:**

Due to the increasing number of online retailers and brands, a continually expanding network of lockers in the country, a variety of delivery methods, secure and convenient payment systems, and a growing pool of customers, retail e-commerce continued to record value sales growth in 2022. Additionally, retail e-commerce often offers better prices than retail offline, making it an attractive option during economic uncertainty.

Euromonitor International's Retail E-Commerce in Lithuania 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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Retail e-commerce continues to expand in Lithuania during 2022, due to a variety of reasons

Marketplaces boosting retail e-commerce sales in Lithuania during 2022

A greater number of older people are using retail e-commerce

#### **PROSPECTS AND OPPORTUNITIES**

Sales growth set to rise during the forecast period as e-commerce has yet to reach maturity

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