

Retail E-Commerce in Taiwan

Market Direction | 2023-04-04 | 38 pages | Euromonitor

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Report description:

Albeit recording slower value growth compared to a dynamic 2020 and 2021, when home seclusion saw an increasing number of Taiwanese move online to avoid others, retail e-commerce remained a strong performer in 2022, driven by habit persistence and convenience. The channel has significantly developed over the years in the local market, including livestreaming and the launch of Shopee Live and LINE livestreaming, propelled by the trend that Facebook Live created. In 2019, Shopee launched Shopee Li...

Euromonitor International's Retail E-Commerce in Taiwan 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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