

Retail E-Commerce in Finland

Market Direction | 2023-04-13 | 41 pages | Euromonitor

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Report description:

Unsurprisingly, e-commerce already performed better than overall retail in Finland even before COVID-19. The move from offline to online impacted the sales of offline channels and changed offline outlets - blurring the boundaries between online and offline through the pick-up of online orders from stores, and showrooming. Even before the pandemic e-commerce had increased its value share within overall retailing in Finland to over 10%; therefore, it already had a solid base, yet there was still m...

Euromonitor International's Retail E-Commerce in Finland 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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