

**Retail E-Commerce in Italy**

Market Direction | 2024-03-07 | 44 pages | Euromonitor

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**Report description:**

Retail e-commerce in Italy posted a relatively moderate increase in current value terms in 2023, with growth largely driven by foods, beverages and beauty products. After a steep increase in market penetration of fast moving consumer goods sold through e-commerce in the pandemic period, these categories continued seeing double-digit growth in current value terms in 2023. Consumers have become more comfortable and familiar with shopping for these products online and although the pandemic is now o...

Euromonitor International's Retail E-Commerce in Italy 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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