

Retail E-Commerce in Ukraine

Market Direction | 2024-03-18 | 37 pages | Euromonitor

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Report description:

In keeping with the performance of the wider retail market, after the shock of the Russian invasion caused a sharp contraction in 2022, e-commerce in Ukraine saw current value sales rebound at a healthy pace in 2023. Indeed, it was among the channels best placed to meet changes in consumer behaviour brought about by the war. This was primarily because many people became more reluctant to visit physical stores and spend longer periods of time outside the home due to the constant fear of missile a...

Euromonitor International's Retail E-Commerce in Ukraine 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
March 2024

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E-commerce continues to benefit from improvements in delivery services
Rozetka further consolidates its leading position

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