

Retail E-Commerce in Italy

March 2024

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Retail E-Commerce in Italy - Category analysis

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2023 DEVELOPMENTS

E-commerce sees slower growth as economic pressures take their toll

Omnichannel strategy boosts e-commerce sales

Quick commerce and sustainability a growing focus of online businesses

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Retail e-commerce set for stronger growth but challenges remain

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Sustainability likely to remain a pressing concern

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Sustainability in 2023 and onwards,

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Informal retail

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