

Mobile E-Commerce (Goods) in Argentina

March 2022

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Mobile E-Commerce (Goods) in Argentina - Category analysis

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2021 DEVELOPMENTS

Continued healthy growth in 2021

New banking app Modo offers stiff competition to MercadoPago

Mobile sales continue to be dominated by leading e-commerce operators thanks to app development

PROSPECTS AND OPPORTUNITIES

One of fastest growing retail channels over forecast period

Mercado Libre continues to benefit from its position as a payment provider in the mobile e-commerce space

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