

Mobile E-Commerce (Goods) in Greece

February 2022

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

KEY DATA FINDINGS

2021 DEVELOPMENTS

Restrictions on movement impede mobile e-commerce growth
Retailers increasingly use social media for marketing purposes
More retailers are launching their own apps

PROSPECTS AND OPPORTUNITIES

With consumers set to spend less time at home, they will be more likely to use their phones to make online purchases
More retailers will launch smartphone apps
Social networks will continue to grow in importance for both sales and marketing

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