

# Mobile E-Commerce (Goods) in Italy

March 2022

Table of Contents

## Mobile E-Commerce (Goods) in Italy - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

The rise of marketplaces creates space for small retailers to flourish  
High smartphone penetration increases the reach and scope of mobile e-commerce  
Mobile e-commerce's advantages increase the importance of omnichannel strategies

#### PROSPECTS AND OPPORTUNITIES

Growing use of mobile e-commerce increases focus on "green" packaging and transportation  
Social media and omnichannel strategies to spur impulse purchases  
Improving technology and infrastructure enable smartphones to offer constant access to mobile e-commerce

#### CHANNEL DATA

Table 1 - Mobile E-Commerce (Goods): Value 2016-2021  
Table 2 - Mobile E-Commerce (Goods): % Value Growth 2016-2021  
Table 3 - Mobile E-Commerce (Goods) Forecasts: Value 2021-2026  
Table 4 - Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

## Retailing in Italy - Industry Overview

### EXECUTIVE SUMMARY

Retailing in 2021: The big picture  
Boom in e-commerce continues  
Rising trend for proximity stores  
What next for retailing?

### OPERATING ENVIRONMENT

Informal retailing  
Opening hours  
Summary 1 - Standard Opening Hours by Channel Type 2021  
Physical retail landscape  
Cash and carry  
Seasonality  
Christmas Holidays  
Easter  
Valentine's Day/Father's Day/Mother's Day  
Summer Holidays/Back to School  
Payments  
Delivery and collection  
Emerging business models

### MARKET DATA

Table 5 - Sales in Retailing by Store-based vs Non-Store: Value 2016-2021  
Table 6 - Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021  
Table 7 - Sales in Store-based Retailing by Channel: Value 2016-2021  
Table 8 - Sales in Store-based Retailing by Channel: % Value Growth 2016-2021  
Table 9 - Store-based Retailing Outlets by Channel: Units 2016-2021  
Table 10 - Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021  
Table 11 - Sales in Non-Store Retailing by Channel: Value 2016-2021  
Table 12 - Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021  
Table 13 - Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021  
Table 14 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 15 - Sales in Grocery Retailers by Channel: Value 2016-2021

Table 16 - Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 17 - Grocery Retailers Outlets by Channel: Units 2016-2021

Table 18 - Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 19 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 20 - Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 21 - Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 22 - Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 23 - Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 24 - Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021

Table 25 - Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 26 - Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 27 - Sales in Mixed Retailers by Channel: Value 2016-2021

Table 28 - Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 29 - Mixed Retailers Outlets by Channel: Units 2016-2021

Table 30 - Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 31 - Retailing GBO Company Shares: % Value 2017-2021

Table 32 - Retailing GBN Brand Shares: % Value 2018-2021

Table 33 - Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 34 - Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 35 - Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 36 - Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 37 - Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 38 - Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 39 - Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 41 - Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 42 - Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 43 - Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 44 - Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 45 - Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 46 - Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 47 - Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 48 - Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 49 - Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 50 - Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 51 - Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 52 - Forecast Sales in Store-based Retailing by Channel: Value 2021-2026

Table 53 - Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026

Table 54 - Forecast Store-based Retailing Outlets by Channel: Units 2021-2026

Table 55 - Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 56 - Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 57 - Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026

Table 58 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 59 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 60 - Forecast Sales in Grocery Retailers by Channel: Value 2021-2026

Table 61 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026

Table 62 - Forecast Grocery Retailers Outlets by Channel: Units 2021-2026

Table 63 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

Table 64 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 65 - Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 66 - Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 67 - Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 68 - Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 69 - Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

Table 70 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 71 - Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 72 - Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 73 - Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 74 - Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 75 - Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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## SOURCES

Summary 2 - Research Sources

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