

Mobile E-Commerce (Goods) in North Macedonia

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Mobile E-Commerce (Goods) in North Macedonia - Category analysis

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2021 DEVELOPMENTS

Mobile e-commerce growth remains robust as COVID-19 restrictions convince consumers to purchase online in a greater variety of product categories

Mobile e-commerce remains led by Alibaba and Amazon with few other players holding notable share

Consumers still tend use personal computers to buy online, but a growing number are turning to mobile e-commerce

PROSPECTS AND OPPORTUNITIES

Mobile e-commerce to be the fastest growing retailing channel thanks to proliferation of mobile apps and convenience

Retailers develop mobile-friendly strategies to attract young and tech-savvy consumers

Lower cost of smartphones and data packages drive value growth

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COVID-19 vaccination certificate is introduced affecting entry to shopping malls

Retailers must now charge a fee for carrier bags and keep prices fixed for certain products after government rulings

Major brands Tinex and Comodita Home continue outlet expansions

What next for retailing?

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Informal retailing

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Physical retail landscape

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