

Mobile E-Commerce (Goods) in Romania

February 2022

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

KEY DATA FINDINGS

2021 DEVELOPMENTS

M-commerce outperforms e-commerce as consumers value the convenience of apps

M-commerce sales remain dominated by omnichannel retailers

Trend three

PROSPECTS AND OPPORTUNITIES

Further growth for m-commerce, with many seeing this as the future of e-commerce

The ubiquity of mobile devices set underpin robust development for m-commerce

The rise of mobile payment apps to spur the development of m-commerce

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Shift towards e-commerce continues at rapid pace as consumers demand convenience

The reopening of Romanian society benefits retailing, despite low vaccination rates

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