

Retail E-Commerce in Italy

March 2025

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Retail E-Commerce in Italy - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail e-commerce continues on positive growth path

Social media playing an increasingly important role in the growth of e-commerce

Importance of technological innovations and sustainability

PROSPECTS AND OPPORTUNITIES

Social commerce and voice commerce full of potential while Al looks set to play a significant role in the future of online shopping Online marketplaces projected to play an increasingly central role in the growth and development of e-commerce Innovation and conscious consumption set to inform the future of e-commerce in Italy

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Retail in Italy - Industry Overview

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Sustainability concerns having a growing influence on the market

Retailers investing in digitalisation strategies

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2024

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