

# Retail E-Commerce in Ukraine

April 2025

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# Retail E-Commerce in Ukraine - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Shift towards m-commerce E-commerce benefits from broader digitalisation Rozetka retains lead, while players focus on enhancing delivery

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Central role for cross-border trade Significant role for m-commerce and s-commerce Delivery services key to competitiveness

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