



Retail E-Commerce in Italy

March 2024

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Retail E-Commerce in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

E-commerce sees slower growth as economic pressures take their toll
Omnichannel strategy boosts e-commerce sales
Quick commerce and sustainability a growing focus of online businesses

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Retail e-commerce set for stronger growth but challenges remain
Social commerce and immersive commerce are trends to look out for
Sustainability likely to remain a pressing concern

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Sustainability in 2023 and onwards,
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Informal retail
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