



Euromonitor  
International

# Digital Shopper (E-Commerce Goods and Services) in the Czech Republic

June 2026

## EXECUTIVE SUMMARY

2025 Development

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Digital Shopper (E-Commerce Goods and Services)

## INDUSTRY PERFORMANCE

Value, Convenience and the Emergence of Interactive Retail

Cross-Border Competition and Fulfilment Innovation

Chart 2 - Retailers Adapt Strategies to Compete with Asian-Based Platforms

Alza Drives Operational Transformation with Ai to Meet Evolving Shopper Expectations

Chart 3 - Alza Utilises Ai to Enhance Operations and Customer Service

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

## WHAT'S NEXT?

Loyalty to Shift as Ai-Driven Personalisation Redefines Shopper Expectations

Ai and Ar Adoption Set to Transform Loyalty and Brand Relationships

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

## E-COMMERCE (GOODS AND SERVICES) BY MERCHANT TYPE

Retail E-Commerce

Foodservice E-Commerce

Travel E-Commerce

Mobility E-Commerce

Ticketed Entertainment E-Commerce

Streaming Services E-Commerce

Bill Payments E-Commerce

## E-COMMERCE (GOODS AND SERVICES) BY DEVICE AND PLATFORM

E-Commerce by Device

M-Commerce by Platform

## E-COMMERCE (GOODS AND SERVICES) BY FULFILMENT MODEL

Retail E-Commerce: Delivery Vs Click-And-Collect

Retail E-Commerce: Third-Party Delivery

Consumer Foodservice E-Commerce: Delivery Vs Click-And-Collect

Consumer Foodservice E-Commerce: Third-Party Delivery

## EMERGING BUSINESS MODELS

Social Commerce (S-Commerce)

Livestreaming E-Commerce

Marketplace Retail E-Commerce

Direct-To-Consumer (Dtc) Retail E-Commerce

## ECONOMIC CONTEXT

Chart 8 - Economic Context for Digital Shopper (E-Commerce Goods and Services)

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 11 - Consumer Context for Digital Shopper (E-Commerce Goods and Services)

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/digital-shopper-e-commerce-goods-and-services-in-the-czech-republic/report](https://www.euromonitor.com/digital-shopper-e-commerce-goods-and-services-in-the-czech-republic/report).