

Cambridge Elements

Elements in the Economics of Emerging Markets

edited by
Bruno S. Sergi
Harvard University

THE ECONOMICS OF DIGITAL SHOPPING IN CENTRAL AND EASTERN EUROPE

Barbara Grabiwoda
Publicis Commerce

Bogdan Mróz
SGH Warsaw School of Economics



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press
978-1-009-10844-7 — The Economics of Digital Shopping in Central and Eastern Europe
Barbara Grabiwoda, Bogdan Mróz
Frontmatter
[More Information](#)

CAMBRIDGE
UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom
One Liberty Plaza, 20th Floor, New York, NY 10006, USA
477 Williamstown Road, Port Melbourne, VIC 3207, Australia
314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre,
New Delhi – 110025, India
103 Penang Road, #05–06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning, and research at the highest international levels of excellence.

www.cambridge.org
Information on this title: www.cambridge.org/9781009108447
DOI: 10.1017/9781009104302

© Barbara Grabiwoda and Bogdan Mróz 2022

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2022

A catalogue record for this publication is available from the British Library.

ISBN 978-1-009-10844-7 Paperback
ISSN 2631-8598 (online)
ISSN 2631-858X (print)

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.

The Economics of Digital Shopping in Central and Eastern Europe

Elements in the Economics of Emerging Markets

DOI: 10.1017/9781009104302
First published online: February 2022

Barbara Grabiwoda
Publicis Commerce

Bogdan Mróz
SGH Warsaw School of Economics

Author for correspondence: Bogdan Mróz, bogdan.mroz@sgh.waw.pl

Abstract: Transformations caused by increasing virtual connectivity reach all business touchpoints, but the surge towards digital technologies is not distributed evenly across European markets, with the Central and Eastern Europe (CEE) region showing the strongest diversity of digital adoption levels. This Element outlines the characteristics of CEE digital markets, along with an additional contextual layer investigating online consumer behaviors. In-depth analysis of the similarities and differences in the region will allow the pace of ongoing digitization to be traced. The authors' objective in delivering this Element is to analyze the opportunities presented by the digital economy in CEE and to provide an actionable outlook for the e-commerce potential within the region's markets. Observations are based on in-depth analysis of dependencies between globalization of consumer behaviors and ongoing barriers to digital adoption caused by both economic and geo-political limitations.

Keywords: digital shopping, e-commerce, Central and Eastern Europe, digital transformation, COVID-19 pandemic

© Barbara Grabiwoda and Bogdan Mróz 2022

ISBNs: 9781009108447 (PB), 9781009104302 (OC)
ISSNs: 2631-8598 (online), 2631-858X (print)

Contents

Introduction	1
1 Systematic Literature Review of Digital Innovation in Emerging Markets of Central and Eastern Europe	2
2 The Rise of Digital Shopping in CEE Countries – A Consumer-Led Transformation	7
3 Key Shopper Behaviors and Drivers across CEE Markets	10
4 CEE E-Commerce Market Deep Dive	14
5 Key E-Commerce Trends in CEE	32
Conclusions	48
References	52