

## 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