

Modern trends in the application of new technologies in Iran's trade in the context of digitalization of the global economy

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It is considered the current situation in the retail trade in Iran, the most important characteristics of Iranian retailers are analyzed. The factors influencing the process of digitalization of the trade sphere in the country are highlighted. The author's understanding of retail trade in modern conditions is proposed. A comparative analysis of offline and online sales is carried out. The situation with Internet commerce in Iran is highlighted. The share of certain product groups in the total volume of e-commerce is shown, taking into account the situation of the pandemic. The trends are revealed that open up new opportunities for the development of retail business in the context of the digitalization of the global economy.

Keywords: *e-commerce in Iran, face value, innovation, forecast, innovation*

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