

# The New Normal: Identifying the Markets Most Primed for Sustained E-Commerce Growth

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[Table of Contents](#)

## INTRODUCTION

Scope of the Digital Consumer

Key findings

## THE CRISIS-INSPIRED SURGE IN E-COMMERCE

Coronavirus (COVID-19) led to sudden surge in e-commerce purchases

Pandemic likely to lead to a permanent increase in online shopping

Identifying the markets most primed for sustained e-commerce growth

Introducing Euromonitor's E-Commerce Readiness Model

## PROMISING MARKETS FOR SUSTAINED E-COMMERCE GROWTH

Exploring unmet e-commerce potential across five industries

Industry spotlight: Alcoholic drinks

Key markets for alcoholic drinks growth potential

Market spotlight: Chinese Baijiu makers push digital transformation

Industry spotlight: Apparel and footwear

Key markets for apparel and footwear e-commerce growth potential

Market spotlight: Chile's growth driven by infrastructure improvements

Industry spotlight: Beauty and personal care

Key markets for beauty and personal care e-commerce growth potential

Market spotlight: German skin care is driving online beauty opportunity

Industry spotlight: Home and garden

Key markets for home and garden growth potential

Market spotlight: Retailers drive Australia's home and garden e-com shift

Industry spotlight: Packaged food

Key markets for packaged food e-commerce growth potential

Market spotlight: India's packaged milk and oils have greatest potential

## KEY TAKEAWAYS

E-commerce is projected to outpace store-based sales of goods

Emerging and developed markets primed for sustained online growth

## APPENDIX

About Euromonitor International's E-Commerce Readiness Model

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
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