

E-Commerce Quarterly Company Briefing Q1 2020

May 2020

[Table of Contents](#)

INTRODUCTION

Scope

Company coverage

Q1 CORONAVIRUS UPDATE

China was the most affected market through most of Q1

Q1 e-commerce trends

Q1 COMPANIES UPDATE

Alibaba: livestreaming and social selling gain steam

Amazon: sales surge while PR problems mount

eBay: efforts to divest non-core units continue during COVID-19

Farfetch: digitalisation of luxury accelerates

Flipkart: delivery operations hindered by lockdown

JD.com: in-house logistics prove a major advantage

MercadoLibre: expanding seller services and product reach

Jumia: promoting digital wallets as a safer payment method

Pinduoduo: attracting farmers to meet grocery demand

Shopify: shop app launches to help sellers reach mobile shoppers

Zalando: connected retail initiative expands

LOOKING AHEAD

Takeaways from leading e-commerce company activity

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.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/e-commerce-quarterly-company-briefing-q1-2020/report.