

# Strategies for Expanding into Emerging Markets with E-Commerce

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## INTRODUCTION

Scope

Key findings

## EMERGING MARKETS AS NEW E-COMMERCE FRONTIERS

E-commerce growth in emerging markets expected to outpace developed markets

Digitisation has facilitated structural shifts to break barriers and drive local market innovation

Technology leapfrogging playing a key role in expediting e-commerce in emerging markets

Millennials and Gen Z to create a domino effect for e-commerce adoption

Harnessing the potential of women in emerging markets through e-commerce

Increasing disposable incomes to support growth of wider e-commerce industries

Leading emerging markets for e-commerce

Leading forecast emerging markets for e-commerce

New frontiers of e-commerce growth poised for expansion in infrastructure and technology

## KEY DEVELOPMENTS DRIVING E-COMMERCE IN EMERGING MARKETS

Key developments driving e-commerce in emerging markets

Digital payment adoption

Social commerce

Community group buying

Alternate forms of financing

## STRATEGIES FOR WINNING AND HOW LEADING PLAYERS ARE UNLOCKING GROWTH

Developing locally relevant strategic playbook is key

Choosing when and where: the risk and reward of early and late movers

The three Ts for successful e-commerce operations in emerging markets

Most e-commerce players emerge as start-ups leading to acquisitions by global players

Company spotlight: Amazon

Company spotlight: Alibaba

Company spotlight: Mercado Libre Inc

Company spotlight: jumia

Company spotlight: Uber Technologies Inc

## KEY CHALLENGES TO NAVIGATE EMERGING MARKETS

FDI regulations challenge investing and expanding into e-commerce in emerging markets

Last mile delivery challenges call for greater investment and asset management

Weak bilateral pacts, freight services and import restrictions limit cross-border e-commerce

Addressing digital divide remains key to sustainable e-commerce growth

## KEY TAKEAWAYS

What will it take to win

Key findings

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