Euromonitor International

Back from the Boom: E-Commerce Opportunities Amid Uncertainty

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INTRODUCTION

Scope
Key takeaways
Exploring Back from the Boom: E-Commerce Opportunities Amid Uncertainty
Is e-commerce growth nearing a ceiling?
Back from the Boom: E-Commerce Opportunities Amid Uncertainty

E-COMMERCE GROWTH NORMALISES

Global e-commerce growth is normalising
Case Study: Eachnet.com becomes one of dozens of Chinese websites to be shuttered
COVID-19 levels up e-commerce
E-commerce growth is no longer guaranteed

WEAK ECONOMY DAMPENS ONLINE POTENTIAL

E-commerce normalisation is set against the backdrop of an economic downturn
E-commerce is no longer immune to inflationary pressures
Case study: Aldi builds out its own online platform as e-commerce becomes more important
Online platforms that enable consumers to better budget see growth in downturn
Case study: H&M is one of many apparel retailers launching their own resale websites
Case study: Buo touts that consumers can save up to 30% via group-buying model
E-commerce is no longer exempt from economic realities

SELLING ONLINE HAS NEVER BEEN HARDER

Digitalisation continues to rewire the retail sector
New business models change the rules of the game
How consumer expectations continue to evolve
Emerging channels lead to new ways to engage
Retailers and brands challenged with finding ways to stand out
Case study: L'Oréal uses sound to recreate the sensory experience of scent digitally
E-commerce players struggle with how to stand out

FINDING PATHS TO E-COMMERCE GROWTH

Many paths towards e-commerce expansion routes through China or the US
Case study: JD.com differentiates itself in China with its robust logistics capabilities
Foods e-commerce remains a key category to watch in the US as Walmart extends lead
Amazon gaining share on Flipkart in several fast-growing categories
Latin America emerges as e-commerce growth engine
E-commerce growth remains possible even amid economic uncertainty

CONCLUSION

Key takeaways
Charting a path forward amid the wider retail revolution
What will it take to win?
Evolution of e-commerce market
Questions we are asking
Watch industry experts debate the future trajectory of e-commerce
About Euromonitor's Syndicated Channels Research

About Euromonitor International

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/back-from-the-boom-e-commerce-opportunities-amid-uncertainty/report.