INTRODUCTION
Scope
About the data used in this report
Key takeaways

HOW BRANDS CAN GAIN SHARE OF DIGITAL SHELF
Despite slowing sales growth, e-commerce remains the primary driver of global retail sales
How to grow online channels as e-commerce growth normalises

SPOTLIGHT: BEAUTY AND PERSONAL CARE
Three categories constitute the majority of global beauty and personal care sales by value
Other retailers are playing catch-up to Amazon globally
The fourth quarter of the year looms large in beauty and personal care e-commerce
Amazon’s relative weakness in fragrances gives other e-commerce retailers an opening
Beauty specialist Douglas appeals to European digital consumers
Retail generalists find success with online sales of skin care products
Hypermarkets operator Target has carved out a place for itself
Amazon leads in global colour cosmetics online, but national champions emerge
Nykaa stands as the clear leader in its home market of India

SPOTLIGHT: BEAUTY AND PERSONAL CARE
What’s next?

SPOTLIGHT: FOOD AND BEVERAGES
In food and beverages, the US and the UK are the clear standouts in e-commerce sales
Walmart leads the way in global food and beverages e-commerce
Walmart’s leading position in the US market helped by its strength in curbside pick-up
Amazon performs well in several food and beverage categories: especially hot drinks
Alcoholic drinks bucks overarching trends in food and beverages e-commerce
Tesco has a commanding lead in food and beverages e-commerce in the UK
In cooking ingredients and meals e-commerce, direct-to-consumer meal kit players stand out
HelloFresh sets the pace for the meal kit market
Seasonality is less of a factor in food and beverages than other FMCG industries
What’s next?

SPOTLIGHT: HOME PRODUCTS
In the home products space, pet care has led e-commerce adoption
Amazon is the most important player in home products e-commerce
In pet care e-commerce, Amazon takes a back seat to digitally-native pet care specialists
ZooPlus has staked its position as the pet care e-commerce leader in continental Europe
In tissue and hygiene e-commerce, retail generalists reign supreme
Magazine Luiza occupies a unique niche in Brazilian e-commerce
Air care and bleach buck the trend in home care e-commerce
Bath & Body Works embraces loyalty to drive e-commerce sales growth
The impact of seasonality is far more apparent in some home product categories than others
What’s next?

CONCLUSION
Key takeaways
What will it take to win?
About Euromonitor’s Syndicated Channels Research
Watch industry experts debate the future trajectory of e-commerce
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/identifying-key-retail-partners-for-brands-to-expand-e-commerce-sales/report](http://www.euromonitor.com/identifying-key-retail-partners-for-brands-to-expand-e-commerce-sales/report).