

THE VIEW

E-commerce | November 2020



With two mega online sales behind us, the results have been a gleaming ray of hope for small retailers and the e-tail economy at large. As e-commerce players prepare to shift gears, we've rounded up some of the most effective strategies and unmissable market highlights to help you hit the ground running.

Festive strategies

How has COVID-19 changed Indian festive season shopping?

COVID-19 has had a major impact on the way consumers shop. Here's a closer look at their spending patterns, product preferences and how it's changed

How to serve, delight, and entertain online shoppers this holiday season and beyond

What can businesses do to keep the holiday magic alive even after the lights are taken down? What marketing innovations and tactics are separating leaders from the rest? Find out.

Five ways e-commerce automation can help retailers increase profitability

From assortment planning, increasing PIM speed, to real-time competitive pricing, and much more, see how e-commerce automation is helping online retailers and brands stay agile.

In Numbers

[In October and November, online retailers in the country sold goods worth \\$4.3 billion](#)

[48 hours: The Great Indian Festival by Amazon saw over 5,000 sellers clock sales worth INR 10 lakh](#)

[Flipkart Big Billion Days sale records 666 million visits, 110 orders placements per second](#)

Strategies & Innovation

[Amazon ventures into online pharmacy providing commonly prescribed medications](#)

[Fashion-forward Myntra is taking offline stores online, has already onboarded 1000+ stores](#)

[Flipkart acquired Scapic, an augmented reality firm to boost CX through 3D product content](#)

Consumer Trends

- [While shoppers from tier-III and IV cities have spent more during this festive season, they are looking for value and better deals](#)
- [Smart speaker shipments in India set to cross 7.5 lakh in 2020 with Amazon Echo in the lead](#)
- [Net spends improve as consumers await restrictions to be lifted to return to outdoor activities: McKinsey survey](#)

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