

# THE VIEW

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As retailers brace themselves for an unconventional holiday season, data-driven strategies that meet the demands of the new normal will be crucial. In this edition, we explore the trends and indicators for the upcoming holiday season and the steps US retailers are taking in its preparation.

## Seasonal Strategies

### **How retailers can increase their holiday season preparedness amid the pandemic**

With over 75% of US shoppers heading online, we've rounded up a few key tactics to help businesses maximize their Q4 revenues.

### **Bed Bath & Beyond rings in Shipt and Instacart to offer same-day delivery pre-holidays**

With an 82% sales spike from its online debut this year, the firm aims to capitalize on the early holiday shopping wave with same-day delivery.

## Holiday Predictions

### **US mobile users to spend 1billion hours holiday shopping - the highest ever on Android**

App Annie predicts mobile shopping time to almost double that of 2019. Amazon leads the league. Related apps like Paypal will also benefit.

### **Holiday spends will depend on how much the rich spend and the hard-pressed curb**

Deloitte predicts sales to surge by 25% to 35%. That's compared to a Y-o-Y growth online of 14.7% in 2019, with sales reaching \$145 billion.

## Hiring Spree

### **Target and Walmart bolster ecommerce order fulfillment with new temp hire**

Shoppers prefer ordering online for store pick-ups or curbside deliveries. After a nearly 200% sales surge, Target is hiring ahead of the holiday rush.

## Primed for Prime Day



### Target Deal Days, Walmart's Big Sale and others target Prime Day

Amazon's Prime Day in 2019 saw 25% shoppers buy from Walmart, 15% from Target and 10% on eBay. This year, many players have scheduled their sales on or around the same dates to claim their share.

### Amazon releases gift guides prior to Prime Day

A curated selection by celebs like Jessica Alba, the guide entails toys, electronics, and home goods among other categories. These are also synced for Alexa prompts and offer member-exclusive discounts.

## Disruptions

### **Live selling is the latest ecommerce trend in America**

With main cable shopping networks going digital, celebrities, influencers, and shop owners can now set up ecommerce TV channels at an affordable cost.

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