

THE VIEW

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The rapid spread of the coronavirus has affected people and businesses around the world. While more brands and retailers have embraced digital, adapting their product, pricing and promotional strategies to meet the changing consumer demand is paramount to weathering the crisis. In this issue, we bring you strategic insights and other resources to help you navigate through uncertainty.

Consumer Behavior

What's spurring consumer actions in the new normal?

Conscious consumption, limited wastage, and the quest for sustainable and value-driven alternatives make up a tangible part of the post-COVID-19 consumer behavior observed. Dive in to find out which ones you can capitalize on.

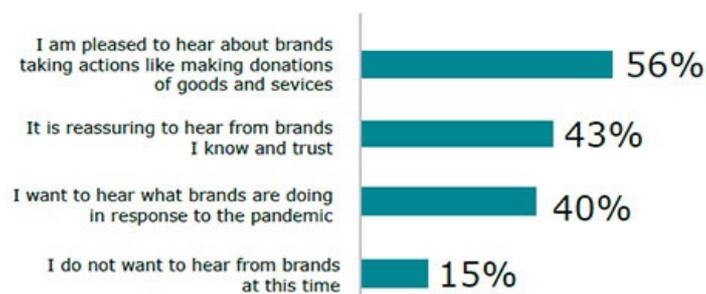
Personal health, small home appliances, ready-to-cook food see greater consumer demand amid COVID-19

The pandemic has altered consumer purchase behavior. Data shows heightened spending on immunity boosters, comfort foods, digital services, and home appliances.

How can brands evolve to meet fast-changing consumer expectations?

To forge stronger relationships in these uncertain times, brands need a constant pulse of their consumers' priority shifts and what it means to their business. This infographic rounds it up serving some key actionable takeaways from players across different sectors.

What consumers want to hear from brands amid the pandemic



More Americans are making healthier choices amid

the pandemic

US consumers are not afraid of spending that extra buck on organic products to ensure the well-being of their loved ones, a new study shows. Retailers like Kroger Co. and Albertsons Cos., are seeing a sharp surge for private-label organic products.



Customer Experience

Key considerations in delivering superior digital customer experiences

Amid fierce e-commerce competition, uncover what brands need to bear in mind to attract, engage, and guide an online shopping experience that inspires conversions, loyalty, and advocacy.

Sales

Amazon's Prime Day outwins 2019 Diwali daily sales

Amazon India's Prime Day sale clocked over \$600 million with electronics, smartphones, small and large appliances topping the list. The pandemic-driven shift towards online shopping has also spiked Prime subscriptions this year, with over 65% from outside the top 10 Indian cities.

Flipkart's Big Saving Days sale records Rs 2,600-2,700 crore in GMV

Flipkart saw a 1.5 times rise in sales compared to its pre-COVID-19 numbers. Most of these included big-ticket categories like laptops, appliances, and smartphones. High-discounts (36%) and the need to stay indoors (43%) were the top reasons for driving purchases. If this trend continues the festive season sales may draw excellent earnings.

Global Trends

Cross-border e-commerce witnesses 21% growth since Jan 2020

The pandemic did slowdown global deliveries across some regions. Yet, May saw a 42% surge in cross-border e-commerce sales in the US alone. Uncover how this trend is growing globally with customers less apprehensive about their purchases, especially among luxury goods.

Shipment firms convert retail properties into warehouses to come near customers

A shift to online shopping during the current crisis has catalyzed the trend of retailers retrofitting store properties for supply chain functions. See how retailers in the US are turning under-performing retail sites into last-mile warehouses.



Venture Capital

AnKa SumMor - plug and play S&D solutions for emerging FMCG brands

To help emerging players better monetize on India's grocery-retail pie, this plug-and-play sales and distribution service offers them the same strengths of execution and scale as large FMCG corporations.

Explore how Netscribes [E-commerce solutions](#) can help you confidently navigate fast-evolving market dynamics.

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