

THE VIEW

E-Commerce | July 2020



From shoppable videos to consumer insights that help weather the coronavirus storm, take a look at how key retail and marketplaces are strategizing to thrive.

Market insights

Many US marketplaces have adopted new strategies in response to the pandemic

Nearly a quarter of sellers altered advertising, customer acquisition, and marketing strategies on marketplaces since the COVID-19 crisis began, according to a Digital Commerce 360 survey of 118 retailers in May 2020.

Last week in the US: Alcohol, grocery, and dairy see the highest orders online

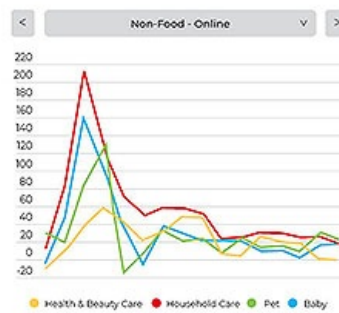
The demand for meat products is soaring. Household care products like disinfectants are seeing an uptick as businesses open. See how various departments are faring through these weekly interactive charts by Nielsen.

RANK OF DEPARTMENTS THIS WEEK

| Department | Total Combined % Change | In-store % Change | Online % Change |
|----------------------|-------------------------|-------------------|-----------------|
| Grocery | 15% | 12% | 53% |
| Meat | 18% | 18% | |
| Dairy | 15% | 13% | 74% |
| Health & Beauty Care | 1% | 1% | 0% |
| Frozen | 19% | 19% | |
| Household Care | 11% | 10% | 19% |
| Alcohol | 27% | 22% | 220% |
| General Merchandise | 8% | 8% | |
| Pet Care | 6% | 2% | 21% |
| Baby Care | -1% | -3% | 19% |
| Bakery | -1% | -1% | |
| Produce | 16% | 16% | |

*Source: Nielsen RMS xAOC, WE 6/13/20 vs. YAGO week

CHANGE IN DEPARTMENT PERFORMANCE



%Chg vs YAGO

*Source: Nielsen RMS xAOC, WE 6/13/20 vs. YAGO week

Mentioning 'country of origin' to be mandatory on e-commerce platforms

With rising tensions on imports from China, 37% of Indian customers said they need to know the 'country of origin' of products.

India's e-commerce recovery back to 90% of pre-COVID levels: Report

Electronics 45% higher than pre-lockdown levels, while online fashion has seen a recovery of 70%. However, average cart size has decreased by 25% as people resort to buying affordable and cheap products rather than high-value ones.

Innovation

Google makes YouTube videos shoppable

As brands and retailers recalibrate their media



campaigns for sales in the COVID-19 times, Google has opened another channel to inspire action and drive conversions.

Ebay's new 'Interests' tool to provide personalized shopping recommendations

The new feature on Ebay's mobile app will offer personalized product recommendations. Customization starts with the user answering a few questions that are then matched with growing partners.



Industry-moving updates

India

Amazon Pantry launched in more than 300 Indian cities

In its pursuit to stay true to its name amid the pandemic, Amazon has rolled out its Pantry services in over 300 Indian cities after witnessing a strong demand for grocery supplies.

Draft policy seeks to set up regulator, restrict data storage

The new draft e-commerce policy has proposed a regulator for the sector and an e-commerce law that restricts information these firms can store, use, transfer, process, and analyze.

UAE

Amazon.sa replaces Souq.com; allows shopping in the Arabic language

Saudi Arabia is all set to enjoy shopping in their local language. After acquiring Souq, this move by Amazon aims to catalyze purchase decisions and serve a larger audience.

US

Google offers free listings to broaden its e-commerce share

With Amazon as a popular product search contender, Google seeks to gain better ground by providing brands and retailers with free listings. The move also supports the sales of its paid listings.

Netscribes insights

How Indian brands can accelerate their D2C performance

By going straight to customers, the D2C (direct-to-consumer) sales model enables brands to boost their margins instead of dividing it among their supply chain partners.

The impact of COVID-19 on the Indian retail industry

From bridging the digital-offline divide to revisiting existing business models to keep customers coming back, see how the Indian retail industry is navigating this global crisis. [Download the report.](#)

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