

THE VIEW

E-commerce | December 2020



After navigating through months of market volatilities brands and retailers are convinced of the power of collaboration. As we enter the New Year, it's worth noting that convenience and relevance are emerging as customer experience table stakes. Join us as we unwrap how that's playing out in digital electronic purchases and retail technologies fueling the store of tomorrow, among other highlights.

Pre- and post-pandemic shifts in online consumer electronics shopping

As digital channels become the primary source of customer acquisition in the consumer electronics category, understanding the factors that drive online purchases is critical to maximizing revenues. Here's a closer look at some of the consumer behaviors retailers and brands should know.

How retail technologies are innovating the store of the future

Consumer shifts over the past decade, coupled by the global pandemic, have prompted more retailers to enhance the in-store operations and experience for customers through advanced technologies. Here are some of the key technologies that are gaining ground.

In Numbers

[Amazon eyes potential USD 100 million investment in Apollo Pharmacy](#)

[Delhivery looking at IPO in next 12-15 months; raises USD 25 mn from Steadview](#)

[Fintech major PhonePe receives INR 150 crore capital infusion](#)

Strategies & Innovation

[Falling aircraft prices, e-commerce rise prompts boom in converting passenger planes into freighters](#)

[Amazon Web Services witnessing strong uptake of its services from startups in India](#)

[Flipkart, PhonePe still have room for investors, Walmart CEO says](#)

[WhatsApp Pay is partnering with banks for a broader rollout in India](#)

Consumer Trends

- [40% of complaints on government consumer helpline tied to e-commerce](#)

[sector](#)

- [India's social commerce sector may grow to USD 16-20 billion in GMV in 5 years](#)
- [E-commerce order volume up 56% y-o-y this festive season: Unicommerce report](#)

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