

THE VIEW

Consumer Insights | February 2021



Hi there,

Covid-19 has had a transformational effect like no other event in recent years. Examining the trends emerging across industries will play a critical role in planning successful strategies this year. We've identified some of the key trends to watch for across major industries based on our in-house research expertise. This month's newsletter focuses on the emerging trends in banking, pharma, e-commerce, and technology in 2021.

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[Top 9 retail banking trends to watch out for in 2021](#)

With 2021 seeing incredible scope for growth and innovation, here are the top 9 retail banking trends to watch out for.

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B2C | Netscribes

[Reigning B2C e-commerce trends and market forecast for 2021](#)

How can online retailers, brands, and marketplaces prepare for the next phase of this new normal? What should their tech stacks look like to gain a competitive edge? To answer these and more, here's a roundup of the key B2C e-commerce trends we see emerging this year.

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[Seven emerging pharma industry trends to watch for in 2021](#)

Covid-19 has upturned many conventional and existing channels and methods of industry operations in pharma - from introducing new projects and performing clinical trials to manufacturing and supply chain management.

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[Top eight technology trends to watch for in 2021](#)

With work-from-anywhere the new trend, technological advancements in automation and AI for increased operational efficiency, a focus on enhanced cybersecurity, and new technologies like hyper-automation and hybrid cloud, take the front seat this year.

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2021: B2B e-commerce market trends and forecasts

B2B sellers have seen a great shift online with customer experience retaining top priority. With technology and automation including AI, video interfaces, chatbots, AR/VR, seeing greater adoption and reach, here are the top B2B ecommerce market trends and forecasts this year.

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B2B & B2C | ThinkWithGoogle

How brands are adapting to video viewership shifts and driving results

A Google-commissioned Nielsen survey saw an 80% increase in YouTube and YouTube TV screen time in the last year. To respond to the changes in shopping and consumer behavior, brands began to shift investments and digital marketing campaign initiatives, to video streaming platforms using innovative formats, evolving measurement to drive results.

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B2B | Pymnts

With changed consumer expectations, B2B payments go entirely digital

Global B2B Payments Playbook along with WorldPay B2B payments explores how smart digitization is moving business payments at scale with increased speed. With preferences for seamless experiences, the consumerization of B2B payments is here, to go decisively digital in accordance with both vendor and client preferences.

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US Market Trends and Forecasts for 2021

With global financial recovery and growth in the cards this year, the future of economic growth in the United States is set to take a positive turn. The road to recovery in a post pandemic market sees an upward growth trajectory across industries like automotive, ecommerce, healthcare, manufacturing and real estate among others.

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