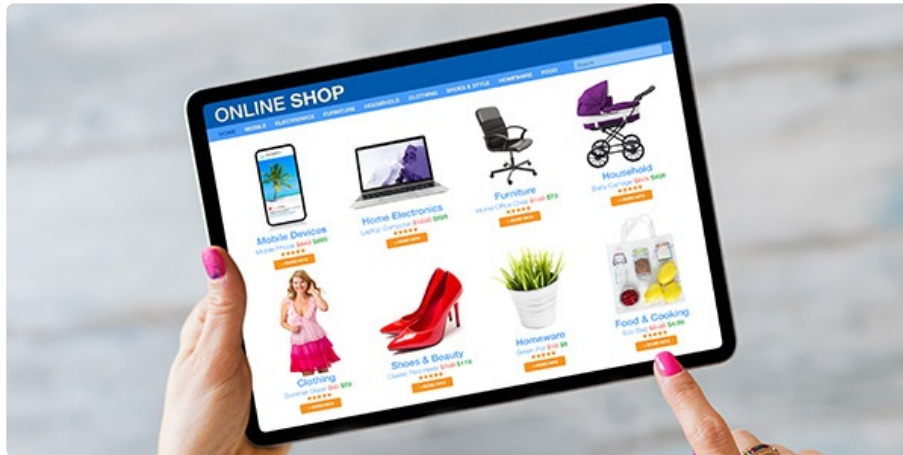


THE VIEW

E-commerce | July 2021



With consumers increasingly shopping online, brands are paying more attention to the way their products appear across digital channels. It is now incredibly important for brands to make their products available at all times, price them correctly, and ensure they are marketed in a manner that describes their unique value. Digital shelf analytics is helping them meet this objective.

This edition reveals everything you need to know about digital shelf analytics and how brands are using it to their best advantage.



Understanding digital shelf insights and how to leverage them

In the race to improve visibility and foster brand trust and loyalty in the digital world, find out how digital shelf insights are enabling brands to compete more effectively.

[Read more](#)



Digital shelf analytics powered by public online data: how it works

Thanks to readily available data, brands can monitor and enforce their standards to maintain a consistent customer experience across online retail channels. Here are some of the key data sources that allow brands to conduct digital shelf analytics.

[Read more](#)

Read our ebook



7 e-commerce trends shaping digital strategies post-COVID-19

E-commerce is experiencing rapid shifts driven by the pandemic. Retailers and brands must redefine their digital strategies to meet the demands of the new reality. Discover how brands and retailers are adapting these defining e-commerce trends in this complimentary whitepaper.

[Read ebook](#)

Case study: Managing brand compliance across online marketplaces for a large CPG brand

Discover how one of the world's largest FMCG



companies built a robust online presence by managing how its products appear online. [Read more](#)



[Understanding consumer behavior to increase conversion](#)

Find out how in-depth customer research helps understand what truly makes a satisfying shopping experience and also develop communication that cuts through the noise with precise, relevant, and targeted information. [Read more](#)

Industry news

[Tatas to work closely with BigBasket on win-win synergies; focus on strengthening D2C approach](#)

[Flipkart's corporate accelerator programme, Flipkart Leap, graduated its first cohort of startups](#)

[Amazon Prime Day to focus on SME sales](#)

[Flipkart eliminates single-use plastic packaging from supply chain](#)

[E-commerce exploitation through e-retailers' unethical practices forced lakhs of shops to close: CAIT](#)

Talking numbers

[Online commerce industry to touch USD 188 billion by 2025: Ficci](#)

[Amazon sees 6-fold growth in sellers grossing over INR 1 cr business during SBD event](#)

[FMCG cos see double-digit sales growth in June quarter amid pandemic](#)

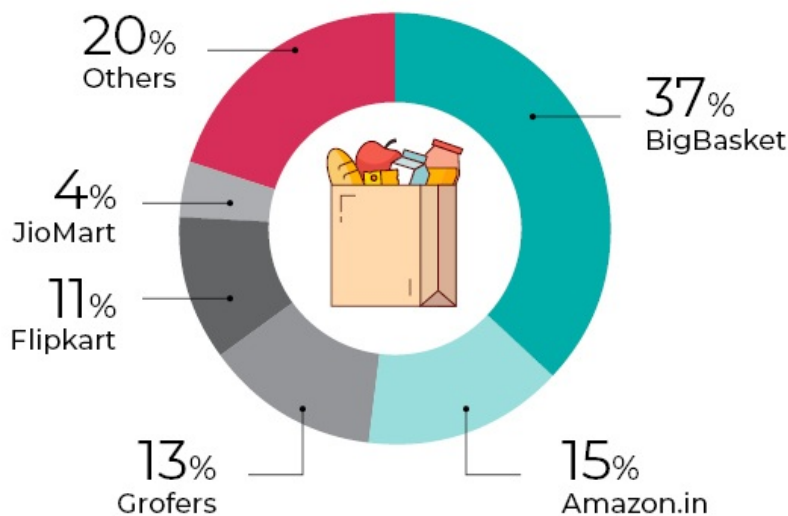
[Myntra records 60% growth in sale event](#)

Topping the charts

According to data from PGA Labs, India's e-grocery market is estimated to hit USD 22 billion by 2025.

Indian e-grocery firms by market share

(Data is for FY21)

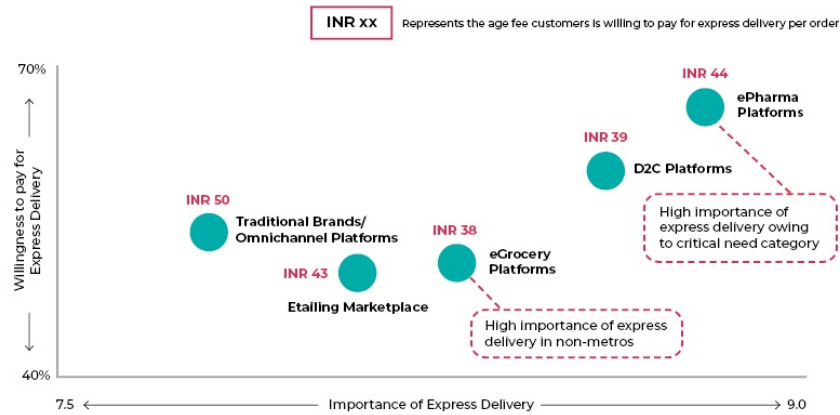


The Indian E-Grocery Market is estimated to touch USD 22 billion by 2025

Source : PGA Labs - the market research arm of Praxis Global Alliance

Data from RedSeer, a consumer internet company, suggests a clear opportunity for platforms across sectors to capitalize on providing express delivery to customers, thereby increasing customer satisfaction.

The growing significance of Express Delivery



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