

THE VIEW

E-commerce | June 2021



The new normal has been unveiling some permanent realities for brands and retailers. From the growing dependence on e-commerce, wavering customer loyalties to new-formed shopping habits, brands and retailers have had to adapt quickly to these trends. However, not all challenges are created equal. In this edition, we look at the most impactful e-commerce trends post-COVID-19 and how brands and retailers can effectively ride on them, among other noteworthy highlights.

[Whitepaper: 7 e-commerce trends shaping digital strategies post-COVID-19](#)

Rapid shifts are resulting from the pandemic-driven growth in e-commerce. To meet the demands of the new reality, brands and retailers should rethink their digital strategies. Download this complimentary whitepaper to explore the trends in e-commerce and find out how brands and retailers are adapting to them.

[Sustainable packaging innovations to watch out for in 2021](#)

Studies show that 55% of global online consumers are willing to pay more for products which have a positive environmental impact. Discover the key sustainable packaging innovations that will offer organizations a competitive advantage in 2021 and beyond.

[Whitepaper: Tackling the challenge of brand identity on online marketplaces](#)

Brands are increasingly relying on marketplaces to achieve online growth. Find out what steps they can take to optimize their brand experience on the digital shelf to drive differentiation and customer loyalty.

[Case Study: How an American multinational gained deep consumer insights from user-generated data](#)

There's a lot your customers are telling you, without really asking them. See how an American CPG leader mined UGC sources for authentic insights to power their product value proposition online.

Industry news

[Amazon India vaccinates over 1 lakh staff and their dependents](#)

[Flipkart launches contactless QR code-based payment facility](#)

[Open to IPO for Flipkart but no specific timeline: Walmart](#)

Talking numbers

[Myntra's 'Taavi' witnesses 2.5x growth during pandemic](#)

[Online fashion industry clocks 51% growth order volume in FY21: Report](#)

[Instamojo forays into e-commerce, aims at powering 100k DTC brands by year-end](#)

Sustainable moves

[Unilever will soon introduce recyclable toothpaste tubes in India](#)

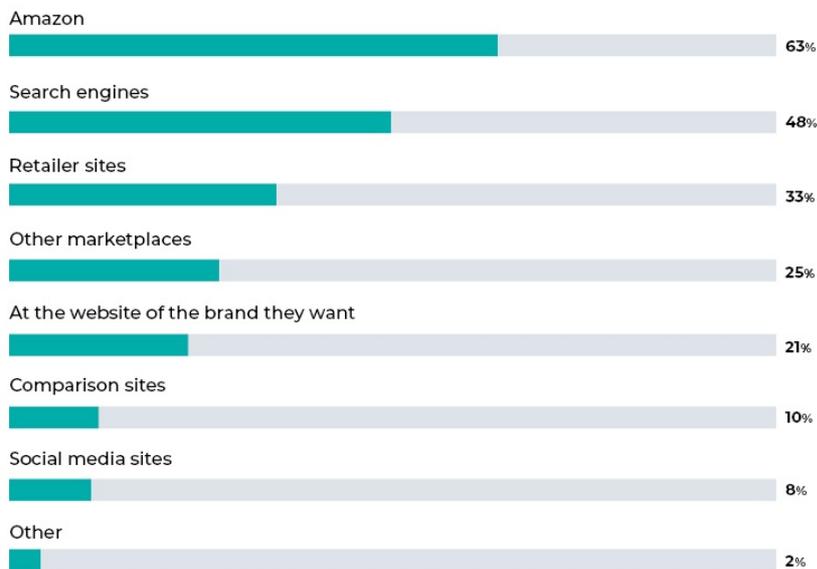
[Samsung brings eco-friendly recyclable cardboard packaging and solar cell remotes](#)

[HP bets big on sustainability; recycles 1.2-lakh tonne hardware in 2020](#)

Topping the charts

Here's why brands cannot ignore marketplaces if they want to increase their online growth.

Where online shoppers start their search

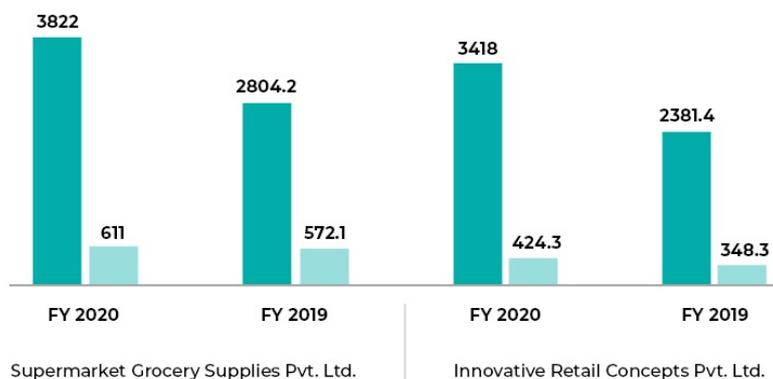


Source: WTC - The Future Shopper Report 2020

BigBasket crossed USD 1 billion in sales in the last financial year. This makes it the second vertical e-commerce player in India to do so after Myntra, and also reflects the thriving online grocery industry in India.

BigBasket's financials

Revenue and Losses of the company's two entities (All figures in Rs crore)



Source: Paper.vc

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

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