

# 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 that 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

[Walmart, Amazon simultaneously add prescription discounts to membership perks](#)

[Netflix enters the e-commerce fray as subscription growth slows](#)

[Instagram debuts tool to help creators earn commission on purchases](#)

## Talking numbers

[Amazon advertising rates soar in pandemic-fueled surge](#)

[Consumer prices jump 5% in May, fastest pace since the summer of 2008](#)

[Consumers want more gender-neutral fashion choices](#)

[Livestream shopping app ShopShops raises USD 15M for US expansion](#)

## Topping the charts

For the first time in years, some traditional media consumption saw considerable growth in 2020. The chart below offers some eye-opening consumption facts that e-commerce marketers can bank on.

### Average Time Spent with Media In the US, by Media, 2019-2023

hrs:mins per day among population

	2019	2020	2021	2022	2023
<b>Digital</b>	<b>6:49</b>	<b>7:50</b>	<b>7:59</b>	<b>8:09</b>	<b>8:20</b>
Mobile (nonvoice)	3:45	4:16	4:23	4:29	4:35
Audio	1:07	1:10	1:16	1:19	1:22
Social Networks	0:52	1:03	1:03	1:03	1:04
Video*	0:42	0:49	0:51	0:53	0:55
Other*	1:05	1:15	1:13	1:14	1:14
Desktop/laptop**	1:54	2:03	1:59	1:56	1:56
Video	0:23	0:26	0:26	0:25	0:25
Audio	0:16	0:20	0:20	0:20	0:20
Social networks	0:07	0:07	0:07	0:06	0:06
Other	1:08	1:09	1:06	1:04	1:04
Other connected devices	1:10	1:30	1:38	1:44	1:49
<b>Traditional media</b>	<b>5:33</b>	<b>5:31</b>	<b>5:13</b>	<b>4:57</b>	<b>4:45</b>
TV***	3:27	3:33	3:17	3:02	2:51
Radio***	1:35	1:28	1:26	1:26	1:25
Print	0:19	0:19	0:19	0:18	0:17
Newspapers	0:10	0:10	0:10	0:10	0:09
Magazines	0:09	0:09	0:08	0:08	0:08
Other traditional media	0:12	0:11	0:11	0:11	0:11
<b>Total</b>	<b>12:23</b>	<b>13:21</b>	<b>13:12</b>	<b>13:06</b>	<b>13:05</b>

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking;  
\*excludes time spent with video via social networks; \*\*Includes all internet activities on desktop and laptop computers;  
\*\*\*excludes digital

Source: eMarketer, April 2021

Here's a quick snapshot of how Amazon's Prime Day slated this year for June 21-22, has previously performed compared to other major US shopping holidays.

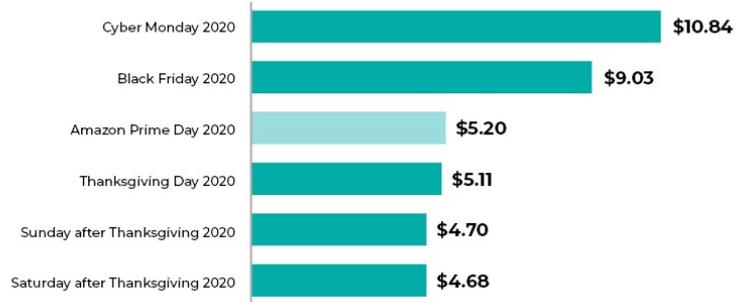
# HOW DOES AMAZON PRIME DAY STACK UP?

Prime Day sales compared with worldwide shopping events

## Gross sales estimates of full multi day sales event, in \$billions



## Sales of US shopping events, broken down by avg. sales per day in \$billions



\*\*Singles Day sales are sales on Alibaba's marketplaces; Cyber Monday and Black Friday sales are online sales of all US retailers. Prime Day and JD.com's shopping festival are sales on Amazon and JD.com, respectively.

Source: Digital Commerce 360, Company reports, Adobe Analytics

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