netscribes
RETURN ON KNOWLEDGE

THE VIEW

E-commerce | February 2021

Tier 2 and Tier 3 cities in India accounted for 90% of the overall e-commerce sales volume growth in Q4 compared to 2019. Adapting to such rapid consumer shifts seamlessly demands agility and adequate market foresight. From trends and technologies that are enabling unparalleled digital experiences amid the crisis to strategic moves from the behemoths and more, uncover the latest developments in e-commerce.

Key trends and innovations winning e-commerce firms will leverage in 2021

Uncover the top strategies and technologies that made 2020 an e-commerce success despite the crisis and find out how they help you stay agile and market relevant.

B2B trends you probably didn't expect to take off and become mainstays for 2021

Which investments are most likely to be on cards for your rivals, and what e-commerce technologies should be capitalizing on to expand your buyer base? Find out.

In numbers

Nestle's e-commerce sales surge to more than double over last year

FirstCry in talks to raise up to $200 million at nearly $2 billion valuation

E-commerce in India clocks 36% volume growth in Q4 2020

Strategies and innovation

Amazon to make Fire TV Stick devices in India in a mega boost to 'Atmanirbhar Bharat'

Tata Group to take Rs 9,500 crore stake in BigBasket: Report

Consumer trends

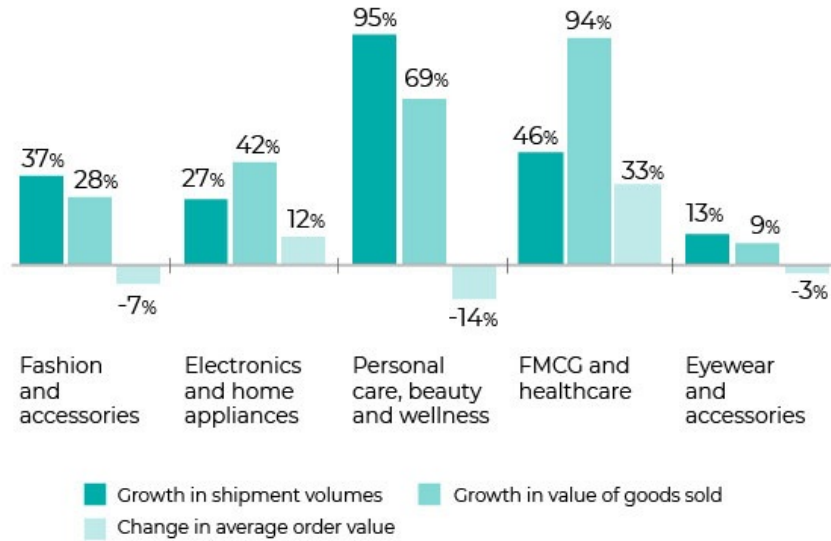Nielsen predicts strong comeback for Rs 4.3-trillion FMCG industry in 2021

How Glowroad is redefining online shopping for 'Bharat' through local influencers

Topping the charts

Electronics, FMCG, and Eyewear stole the e-commerce limelight in the last quarter of 2020, according to a Unicommerce report.

E-commerce in Q4 2020

Category-wise YoY growth

	Fashion and accessories	Electronics and home appliances	Personal care, beauty and wellness	FMCG and healthcare	Eyewear and accessories
Growth in shipment volumes	37%	27%	95%	46%	13%
Growth in value of goods sold	28%	42%	69%	94%	9%
Change in average order value	-7%	12%	-14%	33%	-3%

Legend:
- ■ Growth in shipment volumes
- ■ Growth in value of goods sold
- ■ Change in average order value

Source: Joint report by Unicommerce and Kearney on Q4 2020 Ecommerce trends

How customized catalog management is helping e-commerce platforms scale

Take a look at this use case on how one of India's largest online marketplaces was able to seamlessly add over 0.2 million unique SKUs per month to its website.

Overcoming process inefficiencies while onboarding seller product listings

Businesses can shorten the time spent in onboarding their sellers' product listings as per their platform pre-requisites without hampering quality.

Explore how Netscribes **E-commerce solutions** can help you confidently navigate fast-evolving market dynamics.

We value your feedback.
Please take this quick survey to help us serve you better insights