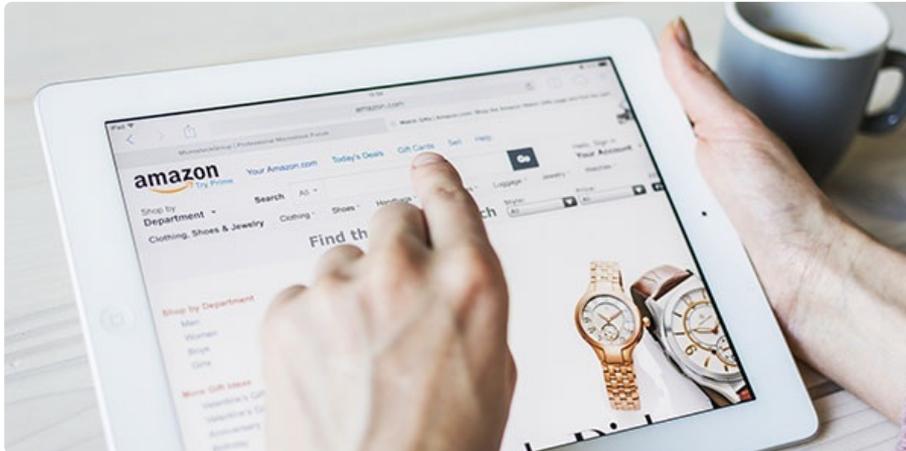


THE VIEW

E-commerce | May 2021



For many marketplace sellers last year proved to be a windfall. Yet, many more sellers find themselves struggling to make a solid breakthrough on e-commerce platforms. As competition peaks and margins dip, sellers eager to stay in the game need to focus on optimizing their product catalogs to convert more shoppers. In this edition, we uncover winning product listing tips, the need for market analysis, and other trending industry highlights.

[Optimizing product catalogs for success on Amazon](#)

How to ensure your product listings are all caught up with Amazon's A9 algorithm? What can you do to catalyze time-to-market and meet primed shoppers at the right place and time? Here are some actionable tips.

[Top five CPG trends shaping the future of the industry](#)

Uncover the top goals for sales leaders, how technology is fueling origin traceability, and how to win amid price sensitivity, among other hot CPG trends.

[How sentiment analysis can help companies deliver improved customer experiences](#)

From distilling unbiased customer opinions about your brand to developing communications that speak your customer's language, see how a sentiment analysis help refine your CX journey.

[How a market opportunity analysis can benefit your business](#)

As consumer demands evolve, explore how brands and retailers alike can turn these disruptions into opportunities to impress their audiences and bolster market resilience.

[Case Study: Listing products online at scale with optimized catalog management](#)

Discover how one of India's leading marketplaces was able to quickly expand its product assortment across key categories and add over 2 million unique SKUs per month to its platform.

Industry news

[Bed Bath & Beyond launches value-priced 'Simply Essential' line](#)

[Amazon blocked 10 billion listings in counterfeit crackdown](#)

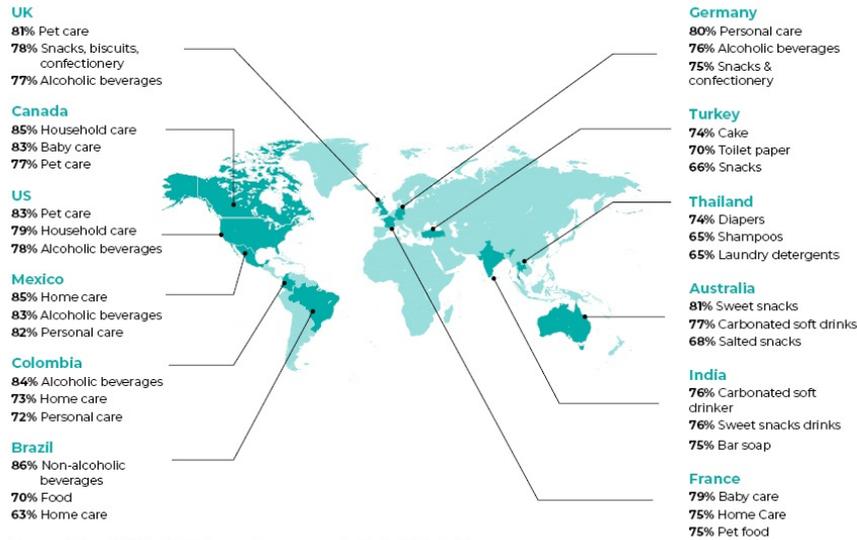
[Kroger opens its first robotic e-commerce fulfillment center](#)

Top M&As

Topping the charts

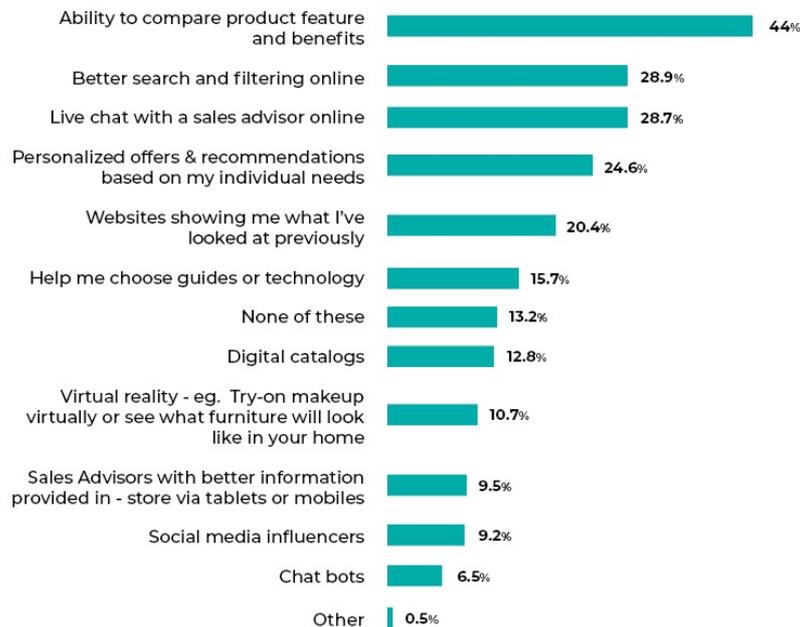
Structural challenges with assortment in most CPG categories - globally

Average percent of SKUs that contribute to less than 2% of sales



Source: NielsenIQ - The CPG dilemma: Too many products, too little shelf space

Which of the following technologies and innovations would give you the most confidence to buy something online?



Source: Conversity 2021 Global E-Commerce Consumer Study April 2021

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

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