

THE VIEW

E-commerce | February 2021



Hi there,

With the initial pandemic boom waning, customers expect brands to compete for their attention and wallets, by offering more personalization, seamlessness, and value in their digital journeys. This holds true in both, the B2B and B2C realm. For businesses and marketplaces eager to stay ahead of the curve, in this edition, we've demystified the top B2C and B2B e-commerce trends among other industry highlights.

[All retailers, brands and marketplaces need to know to stay in the winning lane this year](#)

Wondering how to bring your customers the best of both, the online and offline world? See how these top digital enablers from 2020 can help drive increase sales in 2021 as well.

[B2B trends you probably didn't expect to take off and become mainstays for 2021](#)

Which strategic investments could your rivals be contemplating, and what e-commerce technologies should you be capitalizing on to gain a market edge? Find out.

Industry news

[Best Buy to cut undisclosed number of workers as shopping behavior changes amid COVID-19](#)

[Amazon expands its biometric-based Amazon One palm reader system to more retail stores](#)

[Clothes retailers cut orders while factories fight to survive](#)

Talking numbers

[Bed Bath & Beyond Kicks Off \\$250 Million Tech Upgrade](#)

[Aldi opening new stores and expanding curbside pickup with Instacart to 500 more locations in 2021](#)

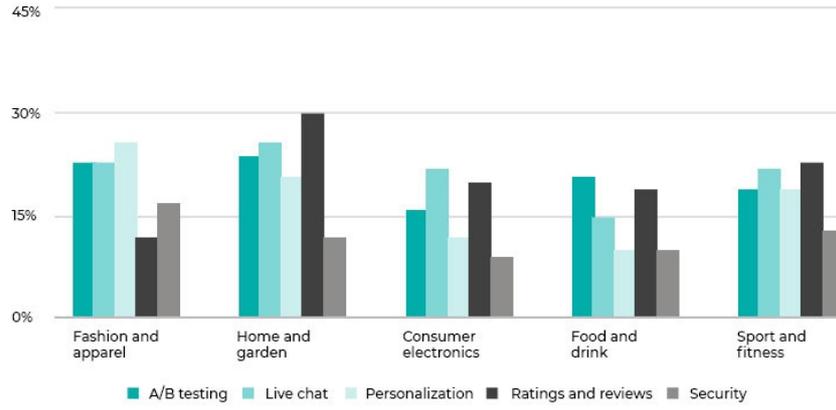
[Williams-Sonoma sales jump 22% as Americans stay home](#)

Topping the charts

Among e-commerce technologies, this chart from Similar Web highlights the relevance of live chats across categories.

Presence of E-commerce technologies on the top 500 websites of 5 categories

Worldwide, Desktop, Jan 20 - Dec 20



Source: SimilarWeb Report - Year in Review - E-commerce Technologies

As the digital rift widens, here's a look at retailers that struggle to survive.

Bankrupt retailers amid COVID-19

Retailer	Current Rank*	Date of Bankruptcy
Schurman Fine Paper Corp.	482	January 23
Pier 1 Imports	99	February 17
Art Van Furniture	473	March 8
Bluestern Brands	57	March 10
Modell's Sporting Goods	1312	March 11
True Religion	898	April 13
J. Crew	47	May 4
J. Hilburn Inc.	316	May 4
Neiman Marcus	41	May 7
Stage Stores Inc.	737	May 10
J.C. Penney	32	May 15
Roots Corp.**	579	June 10
GNC Holdings	287	June 24
Lucky Brand	625	July 3
Brooks Brothers	162	July 8
Sur La Table	238	July 8
New York & Co.	184	July 13
Ascena Retail Group	38	July 22
Tailored Brands	150	Aug. 2
Le Tote	835	Aug. 2
Stein Mart	478	Aug. 12
Century 21 Department Store	482	Sept. 10
Furniture Factory Outlet	NA	Nov. 5
Guitar Center	102	Nov. 22
Francesca's	749	Dec. 4

*Digital Commerce 360 Top 1000 and Next 1000 rank

**Roots Corp. (Roots Canada) filed Chapter 7 bankruptcy for its U.S. subsidiary only.

Source: Digital Commerce 360 analysis of company reports. Data as of Dec. 21, 2020.

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