

THE VIEW

E-commerce | March 2021



Hi there,

E-commerce volume growth in India continued to stay accelerated into Q4 of 2020. FMCG and healthcare were the largest sold categories, with most of the momentum stemming from Tier 2 and 3 cities. As the homebody economy continues to stick post the vaccine's introduction, here's a roundup of the latest insights and developments to help you stay on the ball and deftly navigate the market.

[How the homebody economy continues to impact e-commerce in 2021](#)

A year into the pandemic and our schedules have been redesigned to work, play, buy and do more in a particular way. Uncover how brands and marketplaces leverage can these habits to their benefit.

[Why process optimization is crucial to frictionless onboarding of seller listings](#)

Assimilating and uploading product information from thousands of sellers demands being meticulous to ensure quality and consistency at the cost of go-live time. Explore how you can iron out such hurdles.

[How to outdo your current best?](#)

Find out by benchmarking your digital-first strategies against industry trailblazers. See how you stack up on CX innovations, tech-enabled service deliveries and more to chart a robust success strategy.

[The future of B2B marketing in 2021: Six emerging trends to watch out for](#)

2020's innovations are now turning into table stakes in B2C user experience realm. Uncover how these trends along with other winning strategies are shaping the expectations for B2B buyers this year.

Industry news

[Croma, Amazon jointly launch new range of TV with built-in Fire device](#)

[Tata Group Seeks CCI Nod For BigBasket Acquisition](#)

[India's move to deter digital](#)

Talking numbers

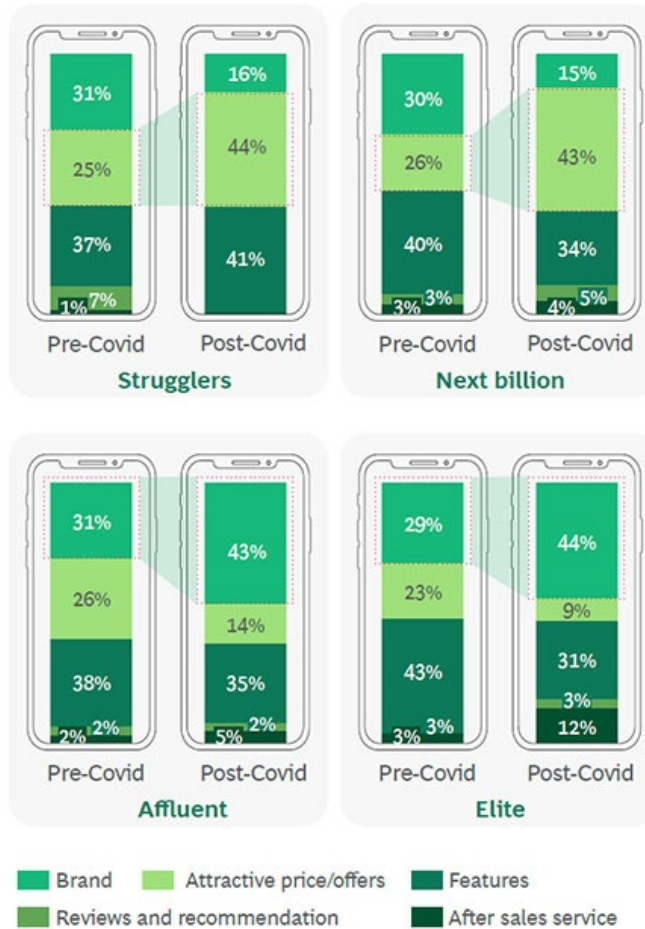
[22% of consumer complaints linked to e-com sector](#)

[India's e-commerce market to surge 84% to USD 111 billion by 2024: FIS report](#)

Topping the charts

For the Indian mobile phone customer across the economic spectrum here's what matters most.

Purchase drivers polarizing towards economical pricing in low income, and brand trustworthiness in high income segments post-Covid



Source: RAI BCG Report - Retail Resurgence in India

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

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