

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 your buyers 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

[Amazon postpones Prime Day sale in India amid surge in Covid-19 cases](#)

[EBay taps into NFT frenzy, allows sale on platform](#)

[Flipkart plans a Big Billion Day with new investors](#)

Talking numbers

[Reliance Retail 2nd fastest-growing retailer in world](#)

Pandemic push

Amazon begins COVID-19 vaccinations for its front-line workers in India
 Flipkart announces measures to support sellers amid COVID-19

Topping the charts

The biggest gaining categories in private labels over the last two quarters

Private label - MT banners

PL share - Q1'2020

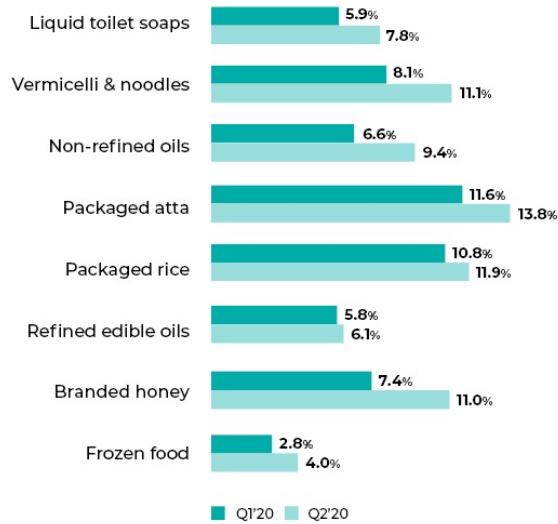
3.5%



PL share - Q2'2020

4.5%

Top performing PL (share)

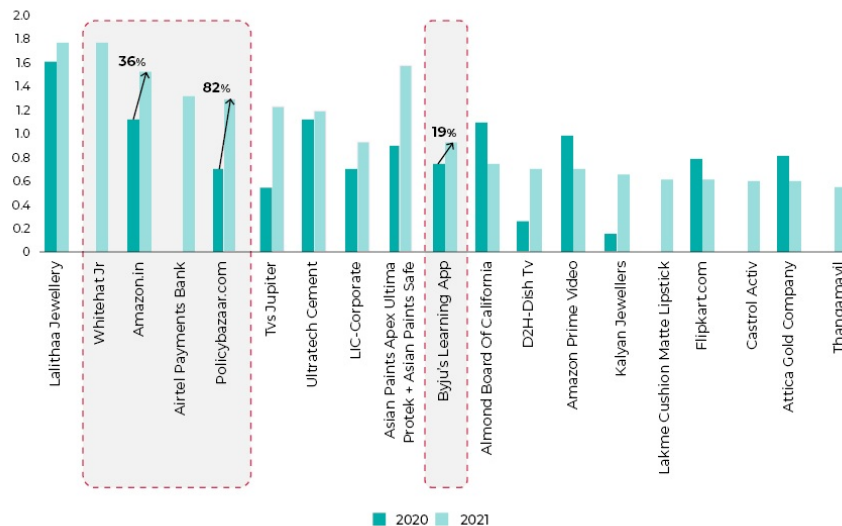


PL selling price is at 20% lower than average category selling price across all these ctgs

Source: nielseniq.com

E-commerce brands increased Ad Volumes on TV during lockdown in 2020 and have continued to do so in 2021

Ad Volumes (Mn secs)



Ad Volumes (Mn Secs); Jan-Feb For respective years

Excludes: Associations/Social/Cultural Org; Social Advertisements-NGOs & Filler
 Excludes Broadcaster & Govt Ads; Data Sorted Basis 2021

Source: barcindia.co.in

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