

THE VIEW

E-commerce | January 2022



As restrictions lapse with the new COVID-19 strain, e-commerce players prepare for another sales uptick. But first, they must answer the pressing consumer and market needs of 2022. To give you a heads-up of what's in store, in this edition, we earmark emerging technologies driving digital spends and how livestreaming is breathing new life into customer loyalty, among other must-reads.



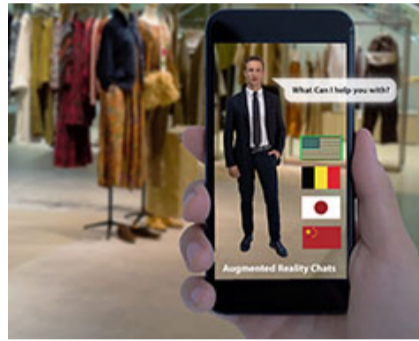
[Which e-commerce technology trends will reign in 2022?](#)

In a world of NFTs, blockchain, immersive gamification, and of course, metaverse, the e-commerce tech landscape is donning a new avatar. Is your business geared to plug and play? [Read more](#)



[Why livestream shopping is a must-try right now](#)

The most passionate call for 'entertainmerce' comes from high-income earners (32%), followed by millennials. See how this captivating, real-time shopping strategy can help transform your digital sales. [Read more](#)



[How 5G is revolutionizing retail](#)

5G is instrumental in powering technologies that streamline workflows, reduce downtime, and aid inventory management. And that's just behind the scenes. Uncover how it's delivering hybrid 'phygital' shopping experiences. [Read more](#)

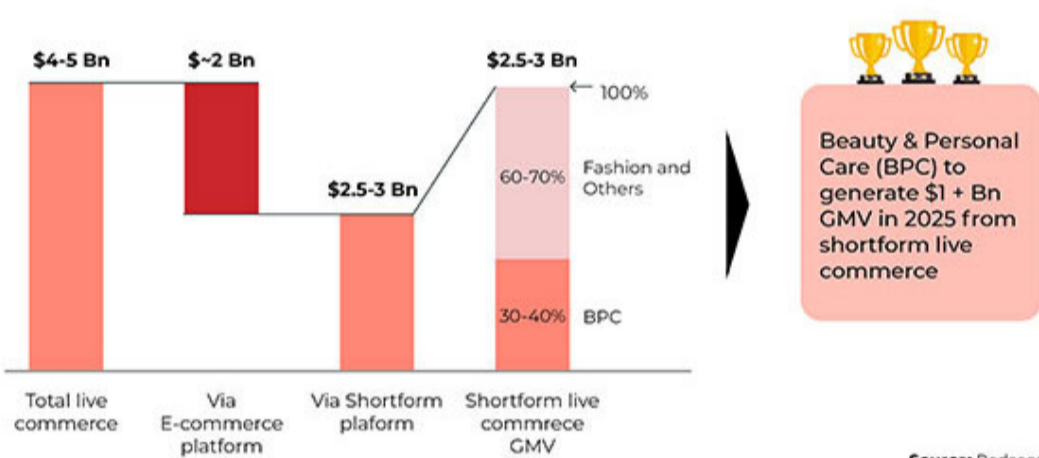
On beat

- Walmart plans to enter metaverse with crypto and NFTs ([Business Insider](#))
- CoutLoot forays into video commerce for small retailers ([Business Today.In](#))
- Quick commerce deliveries surge 500% in a year ([VCCircle](#))

Eye candy

India's Live Commerce to become ~\$4-5 billion GMV by 2025

Live commerce GMV - split by type of platform (in USD Bn)



[Subscribe to our newsletter](#)

Netscribes helps firms optimize their digital commerce operations and boost revenues with a suite of [e-commerce solutions](#).
To schedule a consultation, [contact us](#).

41 East, 11th Street,
New York NY10003, USA
+1-877-777-6569
info@netscribes.com

