

# THE VIEW

## E-commerce | October 2021



With a rapidly expanding e-commerce market, the Indian retail market is the fourth largest in the world, worth USD 810 billion. In order to capture the maximum mind space and wallet share this festive season, brands and retailers will need timely and accurate insights.

To help you better gear for what's in store, in this issue, we unwrap the top festive predictions, proven website best practices, and insightful ways to stay head and shoulders over your competition.



### [How market and consumer intelligence can support early holiday sales](#)

Discover how retailers and brands use market intelligence to stay on top of inventory demands, make smart product category decisions, and offer an impressive end-to-end shopping experience. [Read more](#)



### [Top 7 predictions for 2021 holiday season sales](#)

US retailers will face an extra USD 223 billion in COGS this season, with YoY jumps in shipping, manufacturing, and labor costs. What do you need to know to ensure minimum business friction? [Find out](#)



### [Performance checklist for e-commerce websites before heading into the holiday season](#)

Here's a checklist packed with industry best practices to help keep your website sales-ready during this peak shopping season. [Read more](#)



### [\[Infographic\] 2021: Festive season tips to win the top spot on the digital shelf](#)

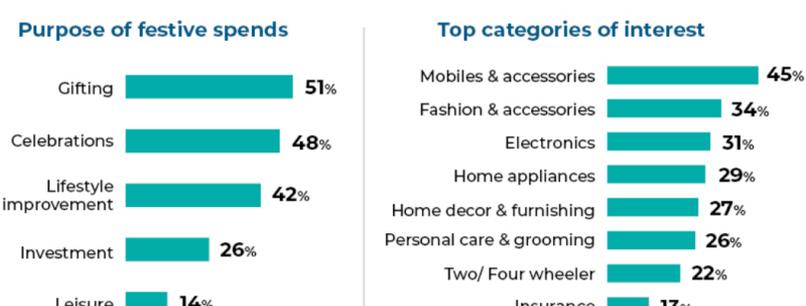
Uncover the latest digital shelf best practices with these 5 insightful festive tips to drive meaningful customer relationships and maximize conversions online. [View now](#)

## Industry news

- Online festive sale: 68 crore smartphones purchased every hour ([TOI](#))
- E-com players log USD 4.6 billion sales in India festive week, Flipkart leads ([LiveMint](#))
- Flipkart Wholesale sees 70% e-commerce adoption by kiranas at festive sale ([Business Standard](#))
- Meesho raises USD 570 million funding, valuation more than doubles to USD 4.9 billion ([Tech Crunch](#))

## Topping the charts

A recent survey by MMA Global revealed that electronics and fashion are slated to be the top categories festive shoppers will splurge on.



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