



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.



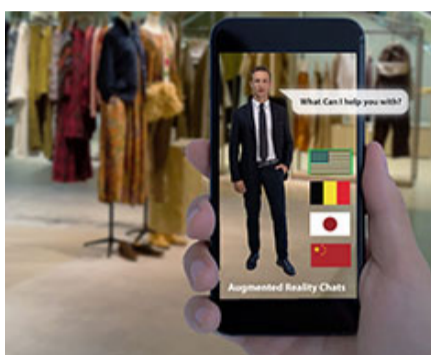
[Which e-commerce technology trends will reign in 2022?](#)

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 conversions. [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](#)

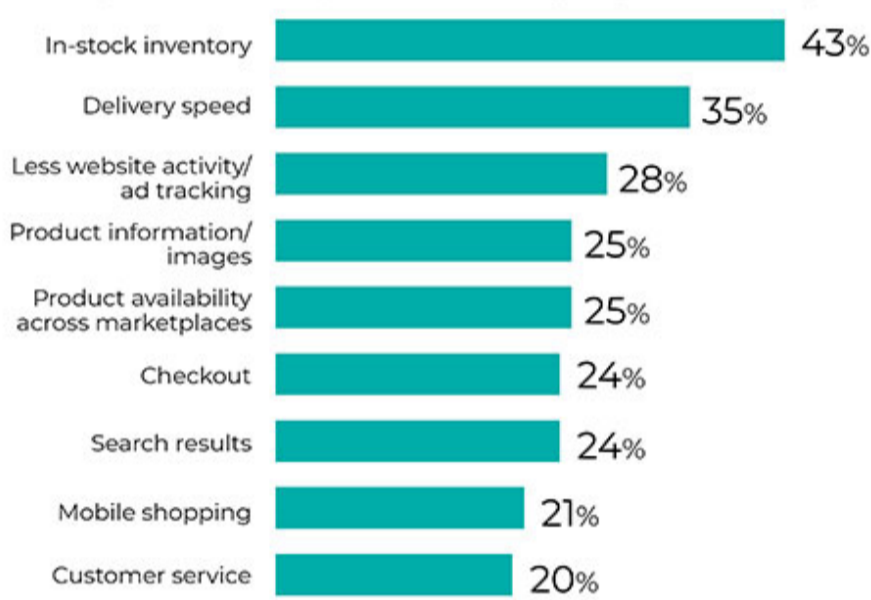
On beat

- Walmart plans to enter metaverse, with its own NFTs and crypto ([Fortune](#))
- Shopify merchants can now sell to JD.com's customers in China([US News](#))
- Almost 6 in 10 US consumers shopped at a DTC brand in 2021 ([Retail Dive](#))

Eye candy

How to win over shoppers in 2022

Shoppers say retailers can improve the following to get them to buy more online:



Source: Digital Commerce 360

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