

THE VIEW

E-commerce | October 2021



While inflationary challenges, supply chain disruptions, and labor constraints persist, this holiday season will see some of the most resilient brands and retailers shine. From Halloween right into the New Year and beyond, success will belong to those who can act on timely and accurate insights.

To help you to stay head and shoulders over your competition, in this issue, we unwrap top holiday predictions, proven website best practices, and game-changing market and consumer insights.



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

Uncover how savvy players are employing intelligence to make smart product category decisions, stay on top of inventory demands, 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](#)

Expert speak

"Retailers who remain resilient to shifting consumer behaviors and offer convenient options for online and in-store shopping, as well as order fulfillment, will be poised for growth this holiday season, and into the new year."

- Rod Sides, Vice chairman, Deloitte LLP and U.S. Retail and distribution Sector leader



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

Despite 2020 seeing an uptick in e-commerce website traffic, conversions decreased by 2% YoY. Here's a checklist packed with universal best practices to help keep your website sales-ready this peak season. [Read more](#)



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

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

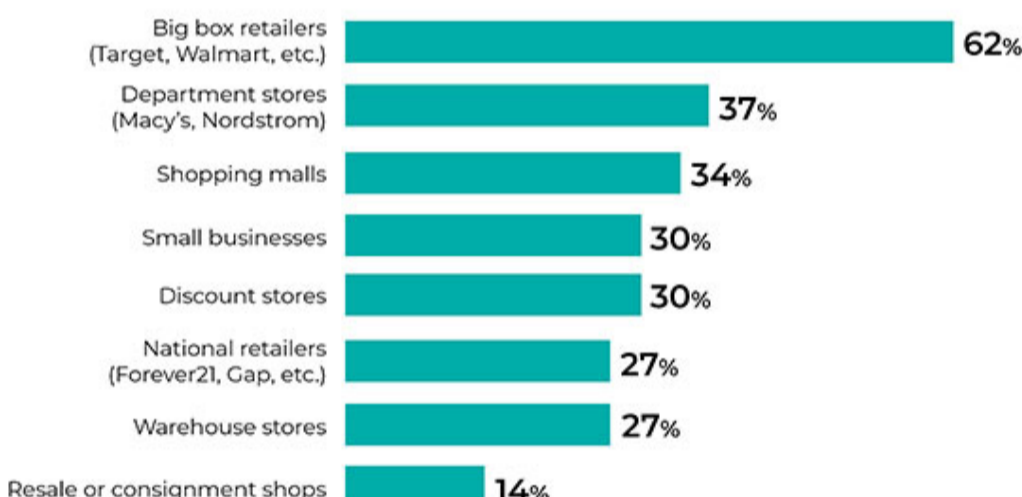
Industry news

- US retail sales jump as delta virus shifts spending back to goods ([DC 360](#))
- Amazon to add 150,000 seasonal workers ahead of the holidays ([CBS News](#))
- Consumer prices jump again, presenting dilemma for Washington ([NYT](#))
- Retailers tell customers to buy now or buy gift cards ([Reuters](#))

Topping the charts

According to a survey by Klarna shoppers prefer ordering online and picking up from stores to save time.

Consumers favor these stores the most this season



Source: Klarna - The State of Smooth: 2021 Holidays Unwrapped

A Sitecore study unfolds how brands and retailers are tackling supply chain disruptions.

Methods to address supply chain challenges

(Among the % NET Yes who faced supply chain challenges)



Source: Sitecore - 2021 Holiday Trends Report

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