

# Mastering E-Commerce: Leveraging Category Nuances to Unlock Growth

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## Abstracts

E-commerce growth rates have slowed from historic pandemic-related highs, meaning it is no longer a rising tide for all categories and brands. While vast potential exists, with e-commerce expected to account for half of retail's growth over the next five years, retailers and brands need to get savvier as they search for new online opportunities. This briefing explores opportunities and challenges across four key areas: beauty and personal care, consumer health, food and soft drinks.

Euromonitor International's Mastering E-Commerce: Leveraging Category Nuances to Unlock Growth global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Product coverage: Retail E-Commerce, Retail Offline.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Retail market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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