

# The New Normal: Identifying the Markets Most Primed for Sustained E-Commerce Growth

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## Abstracts

To help companies understand which categories are most primed for sustained e-commerce growth post-pandemic, Euromonitor developed the E-Commerce Readiness Model. This tool uses analytic modelling to determine which countries and categories have the best market conditions to support higher e-commerce sales. This report explores the findings from this proprietary model across five specific industries: alcoholic drinks, apparel and footwear, beauty and personal care, home and garden and packaged f...

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

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## Contents

Introduction

The Crisis-Inspired Surge in E-Commerce

Promising markets for sustained e-commerce growth

Key Takeaways

Appendix

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