

Online Grocery: Lessons from Asia's Response to Covid-19

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Abstracts

With the Coronavirus (COVID-19) outbreak, online grocery became a vital element of people's lives. However, e-commerce infrastructure is very different across markets, leading to large variations in out-of-stocks as demand surged. This briefing uses case studies from the world's most developed countries in e-commerce - China and South Korea - to showcase best practices during crisis-buying scenarios.

Euromonitor International's Online Grocery: Lessons from Asia's Response to Covid-19 global briefing offers an insight into the development of the market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading and emerging companies and brands, offers strategic analysis of key factors influencing the market, including background information on pet population, pet ownership by household and prepared gap ratio. Forecasts illustrate how the market is set to change and criteria for success.

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

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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.

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