

# Strategies for Expanding into Emerging Markets with E-Commerce

<https://marketpublishers.com/r/S141209FB78EN.html>

Date: October 2023

Pages: 41

Price: US\$ 1,325.00 (Single User License)

ID: S141209FB78EN

## Abstracts

E-commerce growth in emerging markets is set to outpace growth in developed markets as wider digitisation and access to technology facilitates structural shifts, addressing traditional challenges. Locally-driven innovation and new consumer profiles are resulting in these markets leapfrogging e-commerce development. As companies look to establish and expand in emerging markets, having a localised strategy that encompasses technology leadership, consumer centricity and talent development is key.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International's vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

Product coverage:

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

Why buy this report

Identify factors driving change now and in the future

Understand motivation

Forward-looking outlook

Briefings and presentation should provoke lively discussion at senior level

Take a step back from micro trends

Get up to date estimates and comment

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.

## Contents

Introduction

Emerging markets as new e-commerce frontiers

Key developments driving e-commerce in emerging markets

Strategies for winning and how leading players are unlocking growth

Key challenges to navigate emerging markets

Key takeaways

## I would like to order

Product name: Strategies for Expanding into Emerging Markets with E-Commerce

Product link: <https://marketpublishers.com/r/S141209FB78EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S141209FB78EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970