

Unlocking E-Commerce in Asia and Beyond: Lessons from China, Japan and South Korea

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Abstracts

This report analyses the e-commerce landscape in China, South Korea and Japan. It highlights the importance of these markets for domestic strategy and international expansion. The report showcases top retailers and focuses on consumer preferences, product expansion and seamless shopping experiences. It also examines the competitive landscape and how small brands can leverage e-commerce post-pandemic. As a leading e-commerce region, this report is vital reading for both regional and global player...

Euromonitor International's Unlocking E-Commerce in Asia and Beyond: Lessons from China, Japan and South Korea 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.

Contents

Introduction

Why East Asia matters

Decoding e-commerce retailer landscape

Lessons from industry leaders and disrupters

Unlocking e-commerce growth tomorrow

appendix

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