

# Unpacking the E-Commerce Strategies of Kenvue, Nestl? and Unilever

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## Abstracts

While e-commerce growth rates are normalising, the online channel remains a key one for brands, as retail becomes omnichannel. Riding this wave entails more than distribution. Brands must have a comprehensive digital shelf strategy, encompassing insights into online behaviour, inventory management, logistics, partnerships and new business models. This briefing explores the e-commerce strategies of three leading fmcg players.

Euromonitor International's Unpacking the E-Commerce Strategies of Kenvue, Nestl? and Unilever 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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