



5 E-COMMERCE TRENDS TO EXPECT IN 2021

OVERVIEW

eCommerce is at its rising to new heights. Lockdown has forced the consumers to develop online eCommerce, the world's largest retailers are now soon followed. 2020, has forever changed the way we view shopping and the adaption of digital eCommerce has had to grow by multiple years in only a few months. Social marketing is eCommerce's GPS that will shape the 2021's innovation roadmap.



SOCIAL ECOMMERCE

"Social eCommerce is the use of networking websites such as Facebook, Instagram and Twitter as vehicles to promote and sell products and services."

Popular platforms help buyers discover, research and shop for different products online without going outdoors. E-commerce brands can create and post ads that allow users to click and shop, which will reduce the risk to customers because they have to switch apps or sign in to an unknown store.

It is quite sometimes, till we started to understand the full impact of this pandemic. There has been a big push towards personalisation in eCommerce, shifting toward tailoring individual customers' experience is now more than ever. Thought leaders from across the industry have emphasised this point.



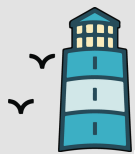
OPPORTUNITY



GROWTH OPPORTUNITIES

The Covid-19 pandemic has disrupted global consumption; companies seeking to emerge from the crisis in a stronger position must develop a systematic and understanding the changing habits. Many firms will require a new process for detecting and assessing shifts before they become apparent to all.

Consider how the pandemic has caused people to stay at home more, implications include increased home office. Unless we sensitise ourselves to new habits and their cascading indirect effects, we will fail to spot weak signals and miss opportunities to shape markets.



MULTIPLE PAYMENT METHODS

Customers are increasingly coming to expect the ability to pay for their eCommerce purchases using their preferred methods. Additionally, they like to customise shipping options that will be alerted when they should be stocking up on expiring products. Customer expectations are becoming much higher. As a result, the payment methods are becoming more popular on eCommerce sites, along with more tailored automated workflows.

Now customers will know when they should be stocking up on products, from the ship to their nearest store from one store to another. So, whether the payment method is, it's never been more important for eCommerce sites to accept the methods customers prefer.



OFFER A TAILORED SHOPPING EXPERIENCE

Customers allow you to reach out to them in a more personalised fashion, which also helps you create a unique shopping experience for them visiting your website. It gives them a highly personalised experience, with your website, you can learn patterns that will genuinely successful the shopping experience.

It stands to why not all your customers are coming to your website for the same thing. Even if your product is a standard offer, you probably already discovered that you're serving different types of customers on your website. Putting together these customers into groups is just the beginning; this could even be considered the status. The need is increasing to tailor your approach for individuals, not only more broadly defined groups.



5.

MOBILE SHOPPING WILL RISE

Mobile shopping and online payments have a bright future in 2021 because mobile payments will replace card payments and claim the same for cash. Mobile will dominate online sales by 2021 because the online process is at the forefront of mobile shopping and online payments.

The eCommerce world is continually changing, so retailers and online vendors must be involved, too. As the consumers' purchasing power increases worldwide, and social media blurs the line between content and eCommerce, businesses must identify future eCommerce trends to stay ahead of the curve. As the technology and infrastructure progress further, eCommerce's future glows brighter than ever in 2021.