

Strategies for Expanding into Emerging Markets with E-Commerce

Global Strategy | 2023-10-19 | 41 pages | Euromonitor

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Report description:

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: <|Products|>

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

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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

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