



E-COMMERCE:

A seismic retail shift that's here to stay

Leverage key international and local insights to optimise your e-commerce strategy

The pandemic threw retail sectors across South Africa and the world into disarray. Manufacturers, retailers and shoppers alike were jolted out of their comfort zones and launched headlong into a new retail reality where shoppers demanded more and faster e-commerce options, and retailers and manufacturers scrambled to develop or reinvent their existing e-commerce capabilities, or – in some cases – start up from scratch.

The inaugural E-commerce Special Report from Trade Intelligence provides readers with an informed perspective of the e-commerce landscape in both the grocery and non-grocery sectors. Use this report to gain actionable insights with which to grow your e-commerce as a sustainable channel.

Why Invest In This Report

- Unpack and understand key e-commerce concepts
- Review the impact of COVID-19 on shoppers and retailers
- Be inspired by the latest e-commerce trends around the world
- Gain insight into key players locally and internationally
- Find out how local online shoppers think, feel and shop
- Fast, easy access to a ready-to-use insight and image-rich report

Implications and opportunities for suppliers and retailers are highlighted throughout the report.

Content Framework

The report provides:

- Market context – market and category sizes and penetrations around the world and locally
- International best practice and trends across the five key elements of the shopper's e-commerce journey and how these apply to the South African retail environment
- A review of the local landscape and its key players
- Retailer and stakeholder feedback, based on in-depth interviews
- Shopper feedback, based on the responses of 993 South African online shoppers

Pricing

Ti E-commerce Special Report 2021 Edition

Price R75,000 once off
(available in PPT or PDF)

E-commerce Webinar

Save the date: 26 August 2021

Price R3,650 pp **OR** 3 free seats with purchase of the report



For more information or to book your report and/or seat, please contact **Shelley van Heerden** on +27 [0] 31 303 2803 | info@tradeintelligence.co.za or visit www.tradeintelligence.co.za