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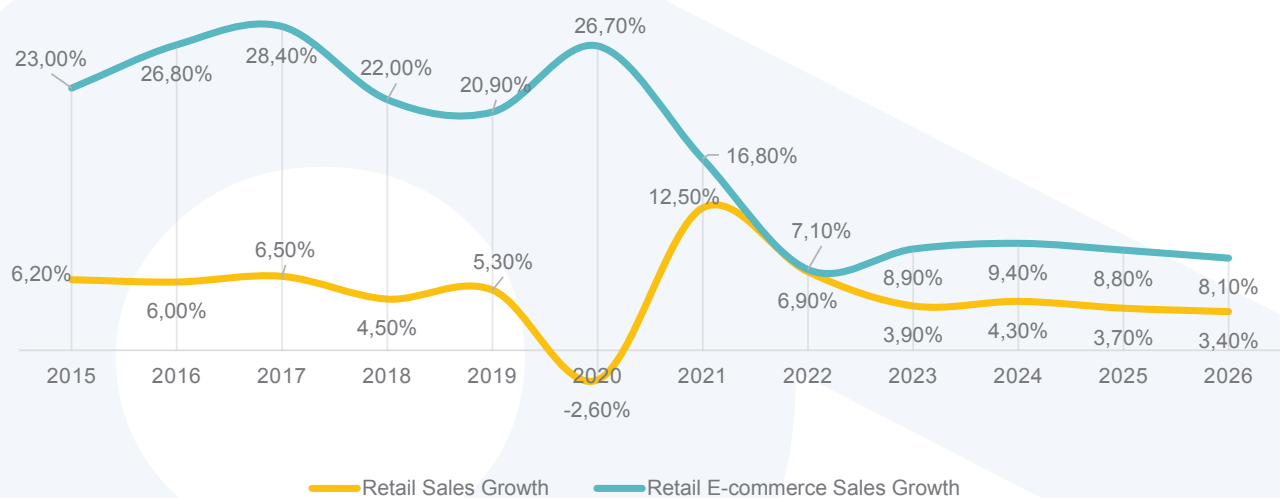
E-Commerce Report: Trends, Insights, and Opportunities

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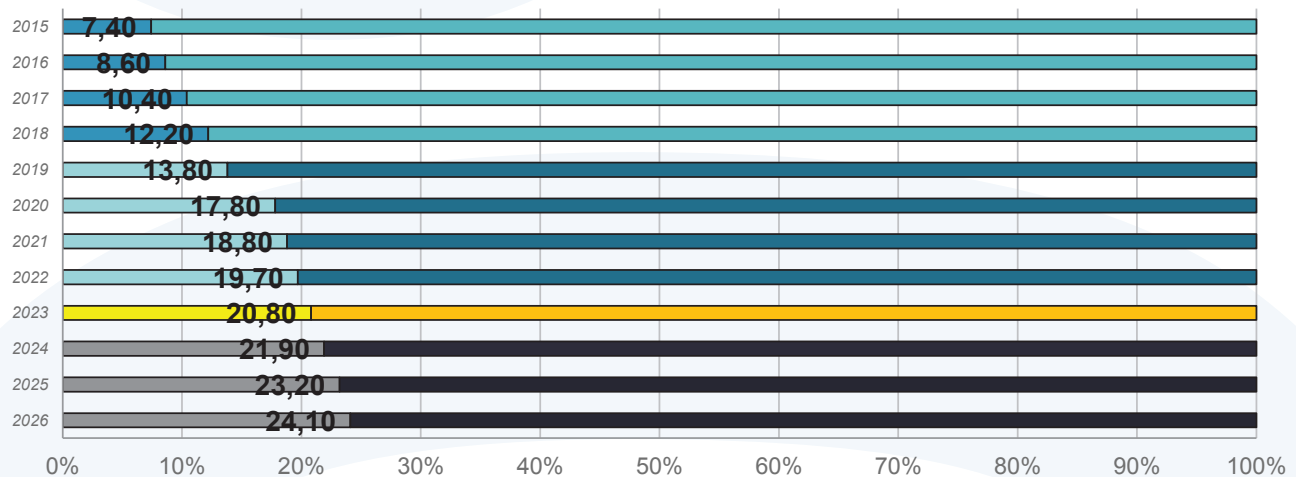
Adjust to the Slower-Growth New Normal for Long-Term Success.

E-commerce reached a global revenue of 5.8 trillion US dollars. This corresponds to the global average of approximately 19.5% of all retail sales. The record growth trend of 26.7% in e-Commerce in 2020 pushed everyone to dream bigger for the future. It was 16.8% in 2021 due to the brick and mortar business coming back. In 2022, this figure was 7.1%, especially due to the recession in the global economy. The new normal is characterized by slow but steady growth. With the help of new generation applications, e-commerce customers have also learned to better manage their budgets. The expected growth rate for 2023 is 8.9%.



Source: eMarketer, Dec 2022 Note: Excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, restaurant sales, food services and drinking place sales, gambling and other vice goods sales; *includes products or services ordered using the internet, regardless of the method of payment or fulfillment.

E- Commerce vs Total Retail Sales Worldwide



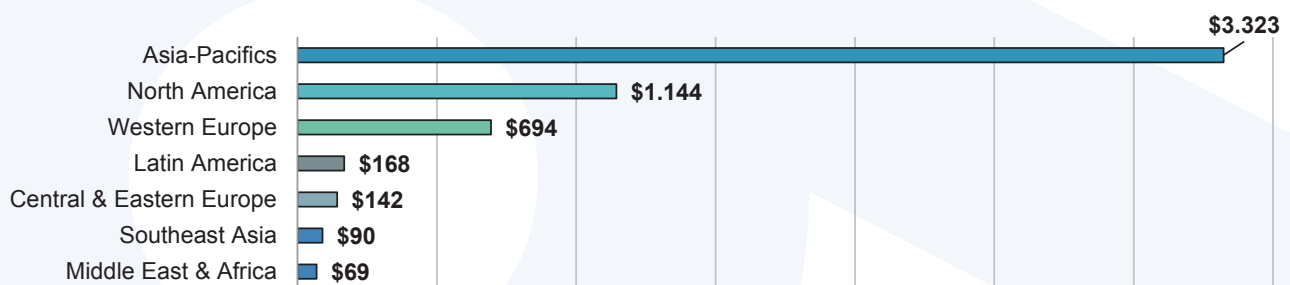
Source: eMarketer, Dec 2022

Who's Winning the E-Commerce Race?

A Closer Look

E-commerce sales are growing rapidly across the world, with the Asia-Pacific region leading the way. The region is home to the top three e-commerce markets: China, Japan, and South Korea. Europe and North America also have significant e-commerce markets, with the United States being the largest e-commerce market in North America, and the United Kingdom, Germany, and France leading the way in Europe. The Latin American e-commerce market is also on the rise, with Brazil and Mexico being the two biggest e-commerce markets in the region. The Middle East and Africa have smaller e-commerce markets, but they are expected to grow rapidly in the coming years. The United Arab Emirates and Saudi Arabia are the two biggest e-commerce markets in the Middle East, while South Africa is the largest e-commerce market in Africa.

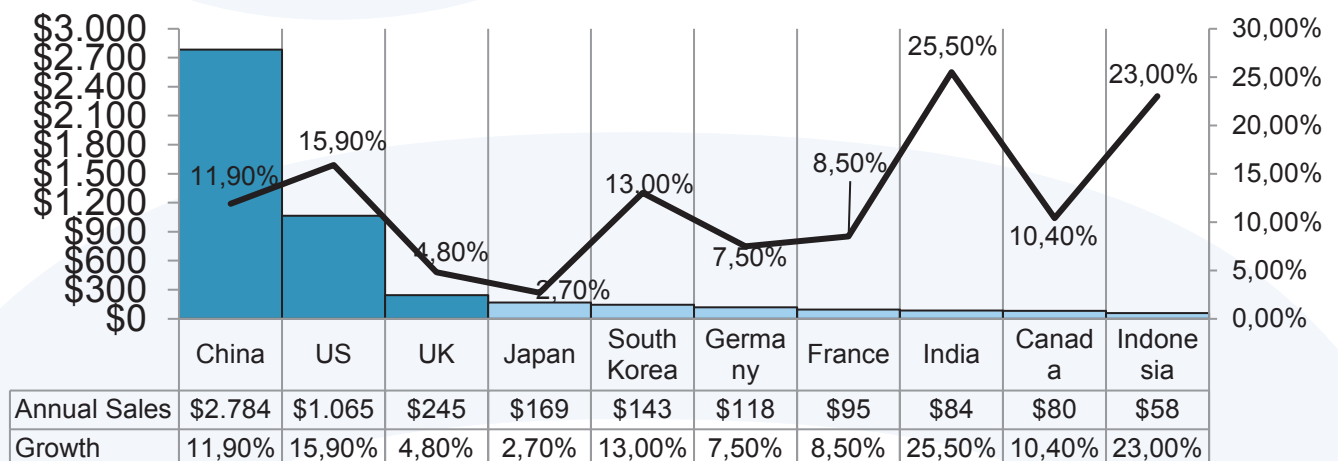
2022 Retail Ecommerce Sales (billions)



Source: eMarketer, Dec 2022

E-commerce sales have been on the rise for several years, but the COVID-19 pandemic accelerated this growth in many countries as more people turned to online shopping for convenience and safety reasons. The top ten countries for e-commerce sales are home to a large portion of the world's population and boast highly developed economies, making them prime markets for online retailers.

Top 10 Countries, Ranked by Retail Ecommerce Sales, 2022 (billions)

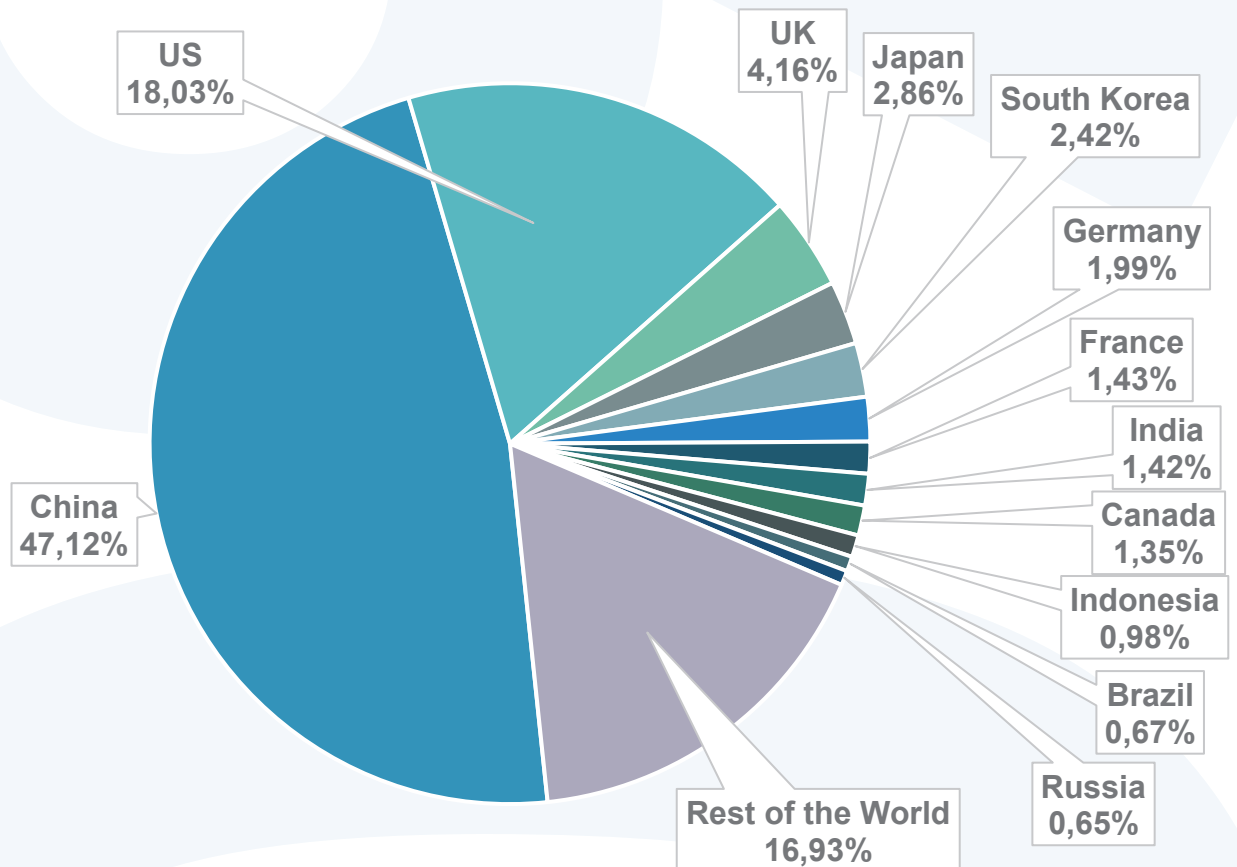


Source: eMarketer, Dec 2022

The E-Commerce Powerhouses

The United States, the world's largest economy, has a highly developed e-commerce industry, with established players such as Amazon, Walmart, and eBay leading the market. China, with its large population and growing middle class, has become a hotbed for e-commerce innovation, with companies such as Alibaba, JD.com, and Pinduoduo dominating the market. The United Kingdom, with its highly connected population and robust logistics infrastructure, is also a major player in the e-commerce space, with retailers such as ASOS, Boohoo, and Ocado leading the charge. Japan, another highly developed country with a tech-savvy population, has a thriving e-commerce market, with companies such as Rakuten and Amazon Japan driving sales. Germany, France, and South Korea are also major players in the e-commerce space, with companies such as Zalando, Cdiscount, and 11st leading the way. Canada, Australia, and Russia, with their vast geographies and dispersed populations, have seen significant growth in e-commerce sales in recent years, as online shopping provides a convenient way for consumers to access goods and services. The top ten countries for e-commerce sales are likely to remain key players in the market, but emerging economies such as India and Brazil are also poised for significant growth, creating new opportunities for businesses looking to expand their global reach.

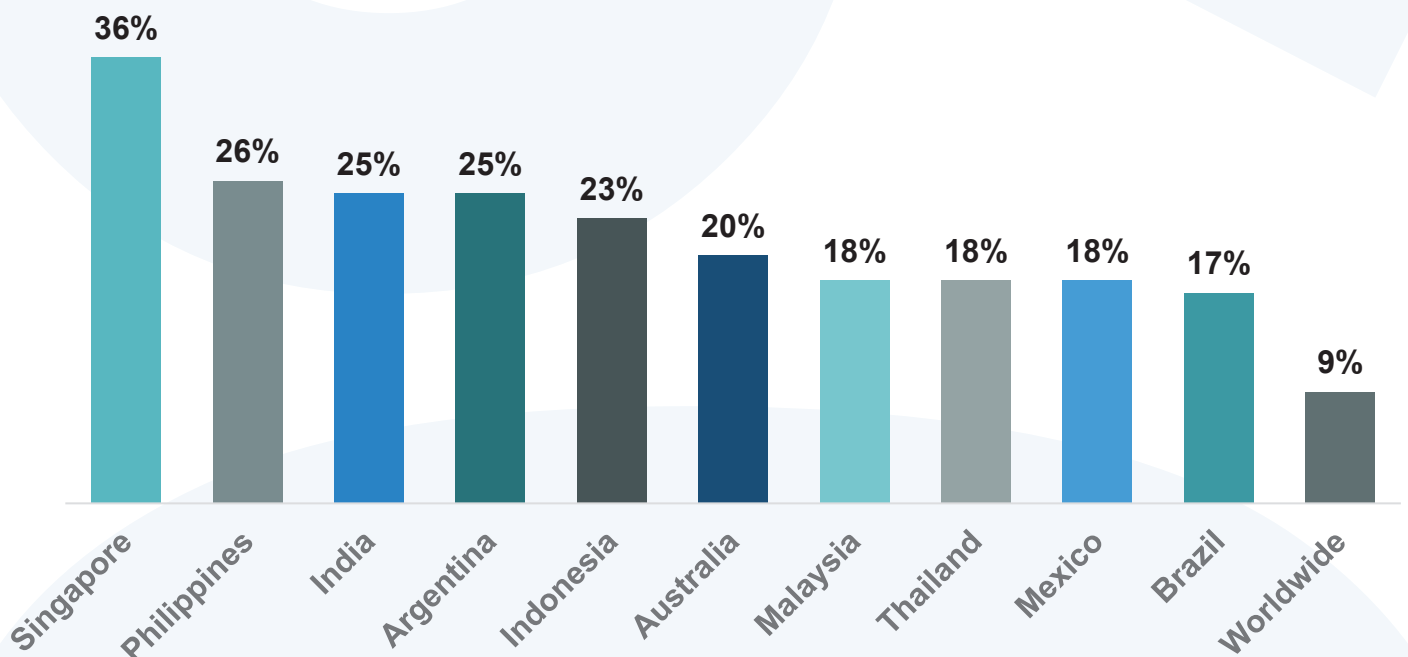
E-Commerce Market Shares %



Source: eMarketer, Jan 2022

Top 10 Countries, Ranked by Retail Ecommerce Sales Growth, 2022

The Asia-Pacific region is expected to remain the largest e-commerce market in 2022, with a value of \$3.3 trillion. This can be attributed to the region's large population, increasing internet penetration, and growing middle class. China is the biggest e-commerce market in the region, with a value of \$2.7 trillion, followed by Japan and South Korea. US market pass \$1 trillion in 2022. EU with UK reach almost \$1 trillion. The Latin American e-commerce market reached a value of \$167 billion in 2022, representing a growth of 20% from the previous year. Brazil is the largest e-commerce market in the region, with a value of \$39 billion, followed by Mexico and Argentina. In terms of growth rate, emerging markets such as Singapore, India, Indonesia, and Brazil are expected to experience the highest growth rates in e-commerce over the coming years, driven by increasing internet penetration and the growing adoption of smartphones. For example, a report by Forrester Research predicts that e-commerce sales in India will grow at a compound annual growth rate (CAGR) of 29.2% between 2020 and 2025, compared to a CAGR of 10.7% in the United States during the same period. For the next several years, the fastest-growing e-commerce markets are likely to be dominated by Asia-Pacific countries, with the Philippines and India projected to hold the top two spots respectively every year until 2026. Additionally, Malaysia and Thailand are expected to remain in the top five list of fastest-growing e-commerce markets every year during holiday seasons.

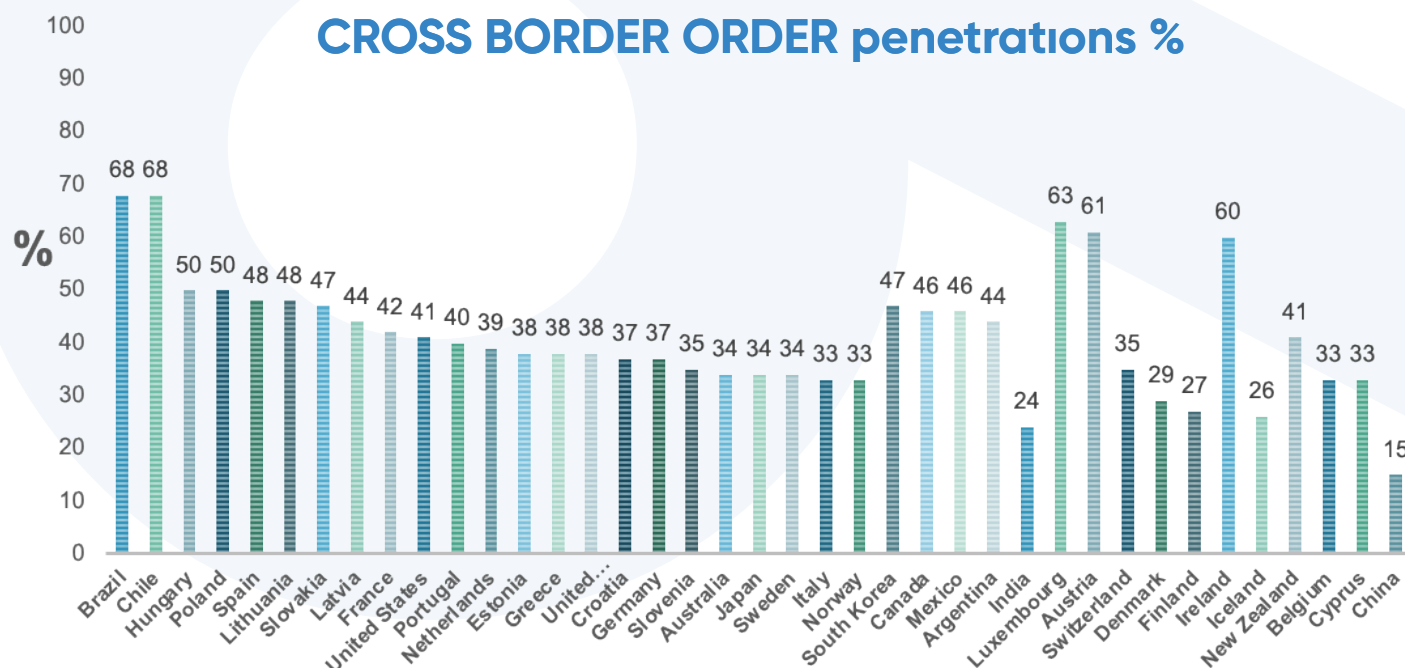


Source: eMarketer, June 2022

From anywhere to everywhere, cross-border e-commerce has got you covered!

Cross-border e-commerce, which refers to the buying and selling of goods across national borders through online channels, is also experiencing significant growth. Global cross-border e-commerce sales are projected to reach \$1.1 trillion in 2023, up from \$0.9 trillion in 2022. The growth of cross-border e-commerce can be attributed to several factors, including the increasing popularity of international marketplaces such as Amazon, Alibaba, and eBay, which make it easier for businesses to sell their products in multiple countries. Additionally, advancements in logistics and payment systems have made it more convenient for consumers to purchase goods from overseas, while rising levels of globalization and the growth of the middle class in emerging markets have created new opportunities for businesses to expand their customer base.

CROSS BORDER ORDER penetrations %



Source(s): Dynata; IPC

The trend of cross-border e-commerce is on the rise as online shoppers become more comfortable with buying from foreign retailers and manufacturers. By 2023, over 20% of online shopping sales are expected to be generated through international transactions, and already one in every seven online purchases is a cross-border transaction. Consumers are drawn to cross-border shopping due to the availability of unique and hard-to-find products, lower prices, and the convenience of online shopping. While this presents new opportunities for businesses to reach a global audience, it also requires careful attention to logistics and payment systems in order to ensure a positive customer experience.

Worldwide Marketplaces

Online marketplaces have become a game-changer for e-commerce, providing businesses with a powerful platform to expand their sales channels and access new customers globally. Based on the number of active customers, the top six marketplaces in the world are Amazon, Alibaba, eBay, JD.com, Mercado Livre and Rakuten. While Amazon holds the top spot in the US, Alibaba dominates the Chinese market with over 800 million active customers. In 2022, the top online marketplaces generated more than \$3.25 trillion in sales, with third-party sellers driving the majority of this growth.



According to the Digital Commerce360 2023 Online Marketplaces Database, Alibaba, Amazon, and eBay continued to dominate the global online marketplace industry, however, this year's growth came primarily from hybrid marketplaces, such as Amazon, Walmart, and JD.com, which saw a remarkable 7.2% increase in GMV. This success is attributed to their ability to offer both their own inventory and third-party goods. As the industry evolves, the focus will likely shift towards hybrid marketplaces, which offer a better user experience and greater product diversity, enabling them to outperform their pure-play counterparts. Alibaba's TaoBao and Tmall lead third-party GMV of competitors globally. Amazon's third-party GMV keeps it in third. Shopee from Indonesia has made it to the top five, thanks to eBay's decline. International online marketplaces showed strong performance in 2022, as they emerged as the top performers. While Chinese online malls were affected by the lockdowns, other marketplaces from countries like Brazil and Russia experienced remarkable growth as domestic sellers turned to local options amidst supply chain issues and international conflicts. This trend was particularly evident in Russia, where domestic sellers shifted to Russian-owned sites in response to sanctions, leading to the rapid growth of two Russian operators, Ozon and Wildberries. Furthermore, MercadoLibre and Coupang also made their mark, ranking among the top 10 growers. Online marketplaces are continually evolving, more and more new players entering the market regularly with new strategies.

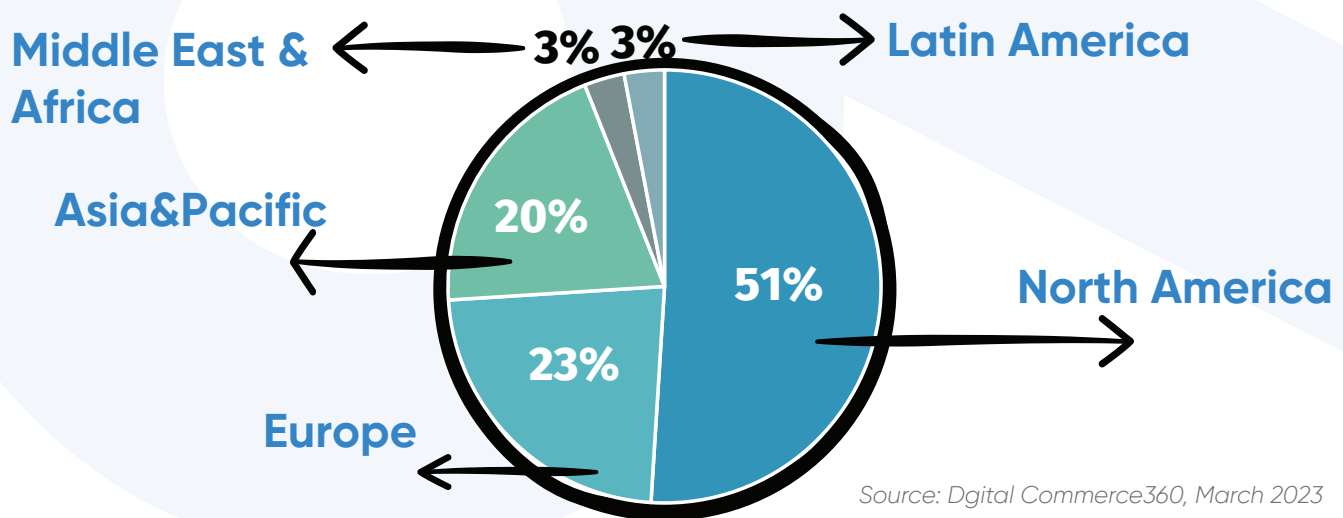
Growth, Facts, and Trends

Top 30 Marketplaces Ave. Monthly Visit (millions)



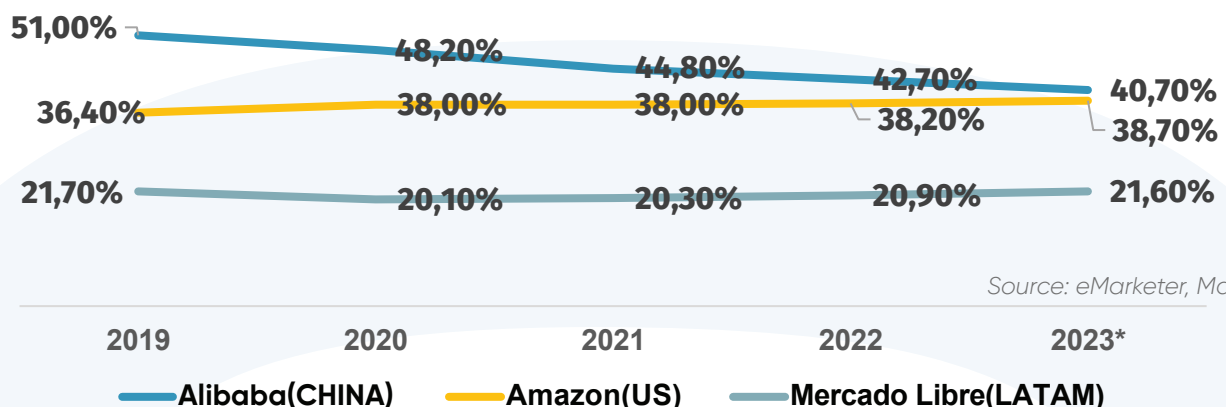
Source: eMarketer, Siimilarweb December 2022

Top 100 marketplaces are located around the globe



Source: Digital Commerce360, March 2023

Home Market Retail E-commerce Share

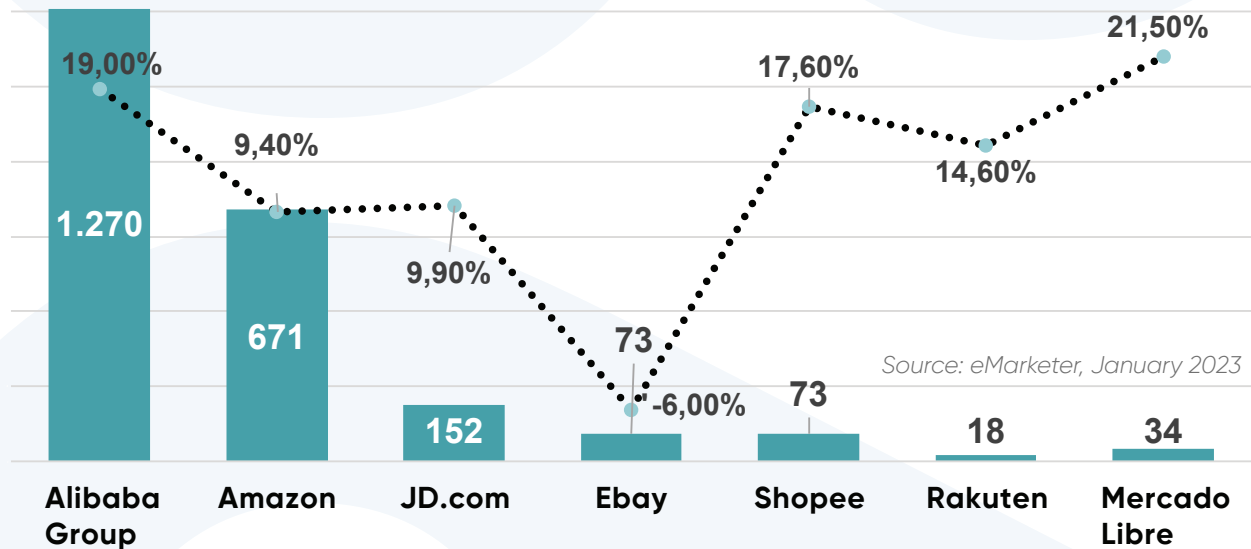


Source: eMarketer, March 2022

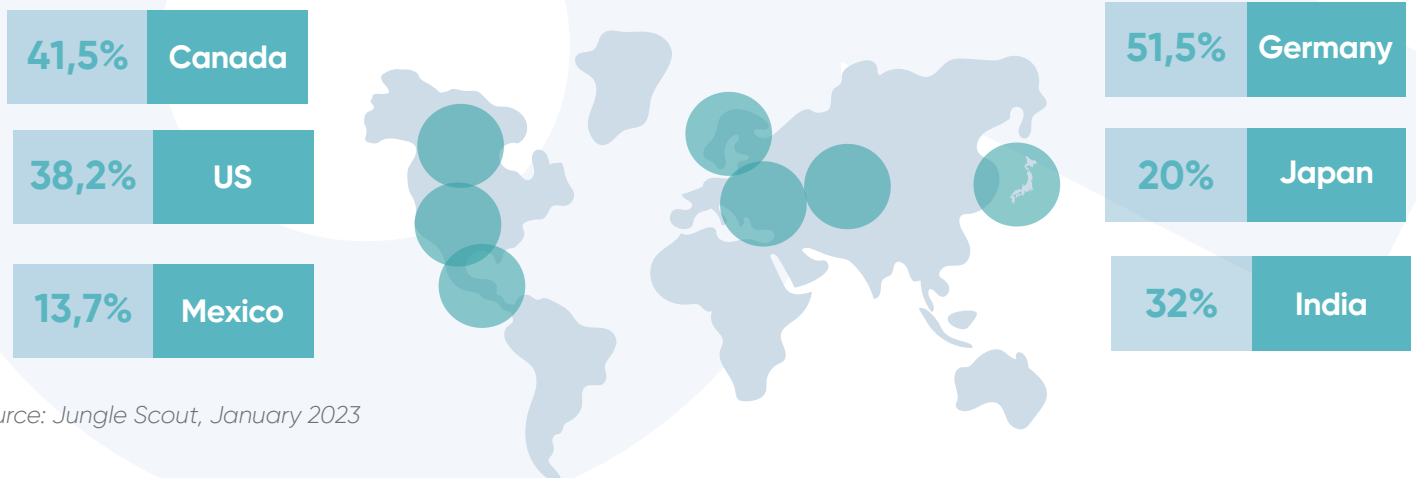
KEY STAT: By 2023, Alibaba and Amazon will have similar market shares in their respective home markets. Mercado Libre's market share in all of Latin America will be just under 21% this year, but the share in its largest market, Brazil, will exceed 30%

Growth, Facts, and Trends

Marketplace Giants (Growth & Annual GMV billions USD)



Amazon Ecom Market Shares



How Amazon Manage Global?

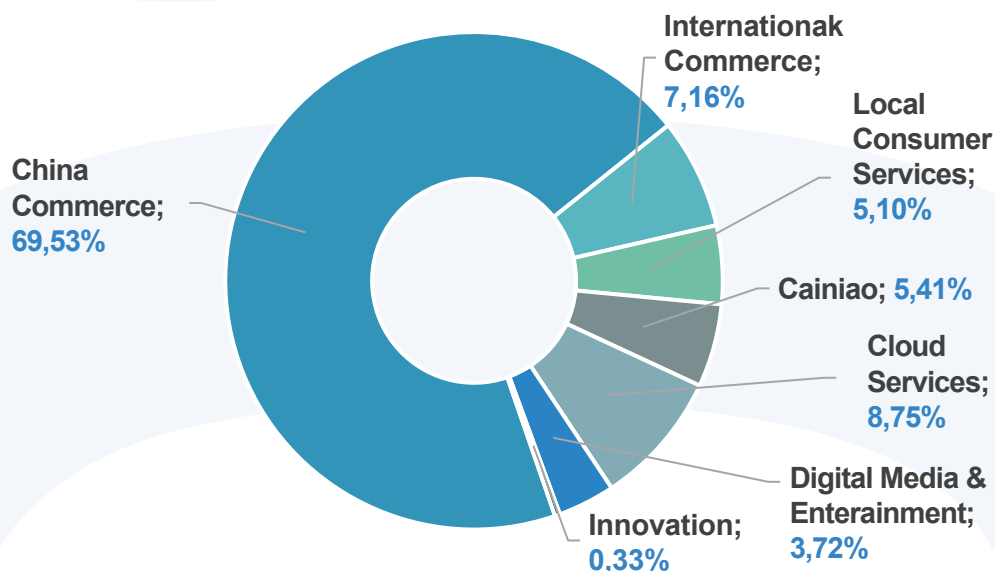


Alibaba: Eastern Power

Alibaba Group's Ecosystem



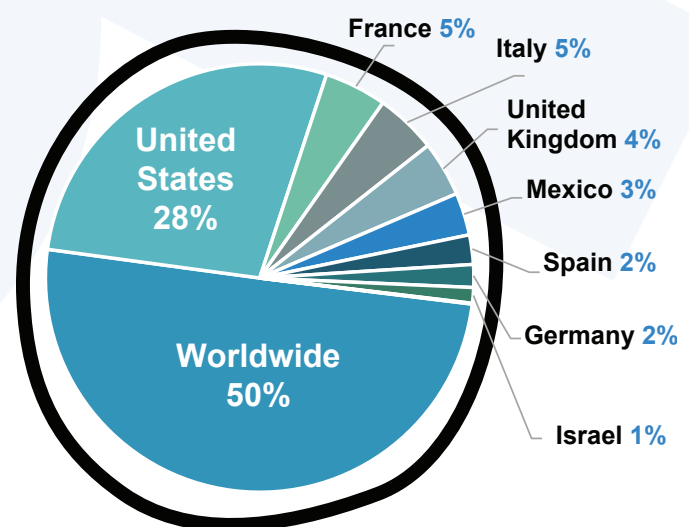
2022 Alibaba Group's Annual Revenue Shares %



Key Session: Shein

Shein has taken the fashion world by storm. In just a few short years, this Chinese e-commerce company has become a major player in the global fashion industry. Its mobile app is consistently ranked among the most-downloaded, and its social media presence outshines most other brands and retailers. With many millions of monthly visitors, Shein has established itself as a significant force in both the US and global commerce. Chinese fast-fashion retailer that built its success on the consumer-to-manufacturer (C2M) model, Shein's global GMV grew 50% in 2022 to reach \$30 billion, and in just three years, it is now more than ten times larger than its 2019 sales. Shein has expanded into new categories such as beauty and home goods in 2022, it has also taken steps to diversify its supply chain, including manufacturing in Turkey and opening warehouses in the U.S. and Poland to better serve its customers in the EU. Shein is expected to launch a marketplace in the US market after testing the model in Brazil and Mexico. As being known for its low prices and lengthy delivery times, the marketplace expansion could enable Shein to offer faster delivery services via local sellers and partnerships. More, the platform could streamline cross-border returns, making it a potentially valuable addition to the brand's customer experiences and operations. Additionally, Shein has entered the resale market with the launch of Shein Exchange, platform that allows US customers to buy and sell previously owned items directly via the Shein mobile app. The platform is currently available to all US-based Shein customers.

Shein E-com Country net sales share%



Source: Shein Year Closing Report January 2023



GMV worldwide (in billion U.S. dollars)

Shein's Winning Formula



Multiple Manufacturing Options in Close Proximity

Shein, headquartered in Nanjing with offices in Guangzhou, sources most of its products from independent garment factories located in the Panyu district of Guangzhou province. The company's on-demand production model is well-suited to smaller factories, which can quickly fulfill orders of 1000 to 2000 pieces and then scale up production based on sales performance. This approach allows Shein to be flexible in responding to emerging fashion trends and customer demand while maintaining efficient supply chain operations.



Agile Supply Chain

Shein's fast supply cycle is the result of a flexible supply chain, high-intensity work, and a highly efficient IT infrastructure, these are also one of their strongest assets in terms of commercial growth.



Always Better Prices than Market

Shein's ability to offer affordable prices is a result of a combination of factors, including their innovative business model, fast-fashion approach, economies of scale, and efficient supply chain. This enables the company to provide trendy and affordable clothing to a wide range of customers, making them a popular choice for budget-conscious shoppers.



Data-driven approach to trend catching fashion design and marketing

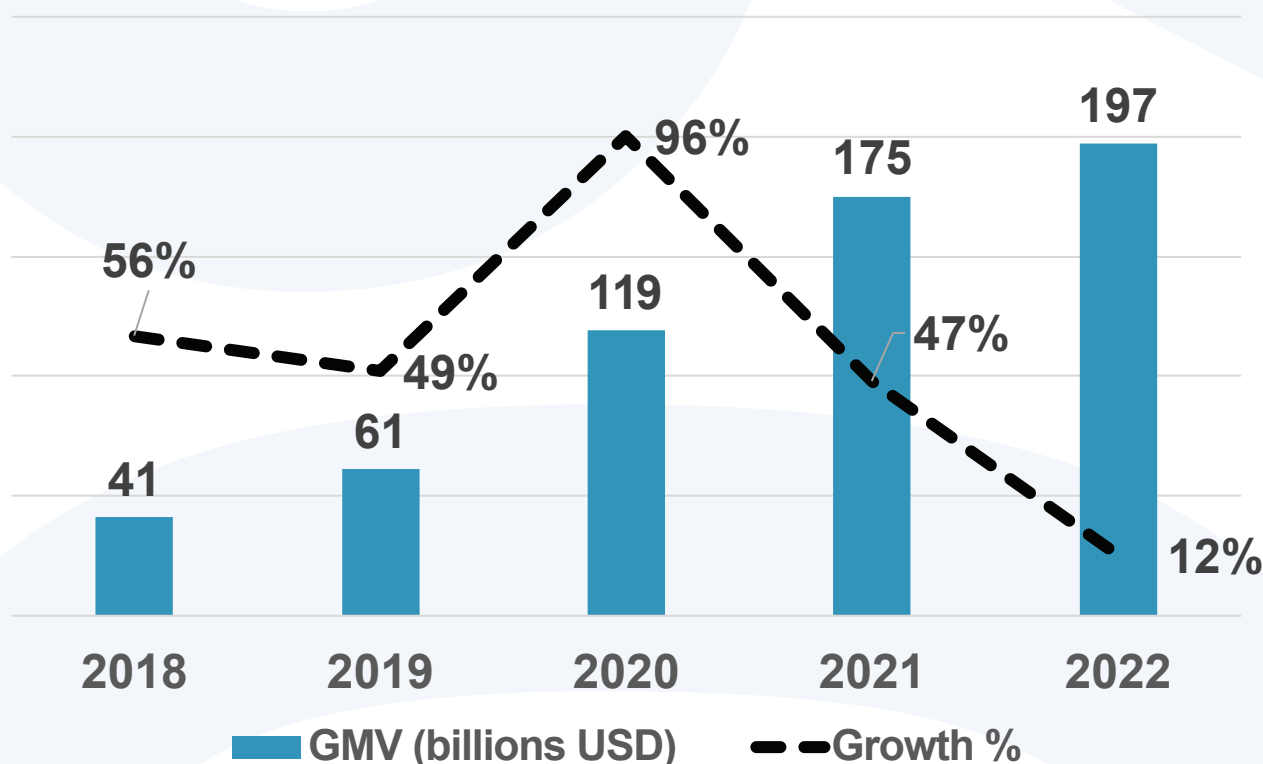
Shein's business model outshines its competitors by leveraging real-time data analysis of global markets to quickly capture the latest trends and styles. This enables the company's fashion designers to respond quickly with new pieces that are produced and launched directly on social media in a very short time.

Overall, Shein's use of real-time data analysis, agile supply chain, fast product development and marketing are key factors in their success. By quickly responding to customer demand and staying ahead of the latest trends, Shein is able to maintain its position as a leader in the fast-fashion industry.

Key Session: Shopify

Shopify is an all-in-one e-commerce platform that simplifies the process of building and managing an online store. Founded in 2004, Shopify has grown to become one of the most popular e-commerce platforms, with over 2,5 million merchants selling through the platform. Some of the biggest names in business, including Pepsi, Gymshark, Unilever, WaterAid, Redbull, and Tesla Motors, rely on Shopify's all-in-one solution for their e-commerce needs. In 2022, Shopify unveiled several strategic products aimed at helping merchants succeed, including Shop Promise, a badge that provides customers with accurate delivery dates, additional Hydrogen and Oxygen tools that allow merchants to build custom storefronts with ease. Additionally, Shopify launched Shopify Tax, which offers robust tax compliance tools for U.S.-based merchants and expanded the availability of Shopify Payments and Shopify POS to various countries in Europe. **According to Shopify's 2022 fiscal year results**, Gross Merchandise Volume (GMV) increased 12% to \$197.2 billion, compared to 2021. Gross Payments Volume (GPV) grew to \$106.1 billion, accounting for 54% of GMV processed. Within this, Subscription Solutions revenue grew 11% to \$1.5 billion, while Merchant Solutions revenue grew 26% to \$4.1 billion on a constant-currency basis. Shopify's commitment to innovation and expansion positions the platform as a valuable asset for businesses seeking success in the competitive e-commerce market. Moreover, Shopify will launch its own Marketplace soon.

Shopify GMV & Growth



Source : Shopify Annual Report , Feb 2023

Shopify's Acquisition of Deliverr: A Move Towards Vertical Expansion

In 2022, Shopify made a significant move towards vertical expansion by completing the acquisition of Deliverr Logistics. This acquisition aimed to provide merchants with fast and easy fulfillment across multiple channels. According to the terms of the agreement, Shopify obtained all of Deliverr's outstanding securities, with a transaction value of around \$2.1 billion. Deliverr's fulfillment network brings in additional warehouses and fulfillment centers across the United States, which allows for faster and more efficient delivery of products to customers. With Shopify Fulfillment Network (SFN), Shopify offers a fulfillment solution that integrates with its platform, giving merchants a seamless experience from product listing to delivery. The SFN and Deliverr network combine to offer a powerful fulfillment solution for merchants looking to streamline their operations and provide customers with a reliable and efficient delivery experience.



All-line Channel Management

Merchants can access centralized platform to oversee and fulfill their inventory needs across various sales channels, such as Amazon, eBay, Etsy, Walmart, Google, Facebook, Instagram, and TikTok.



Improved synchronization between inventory supply and demand.

Merchants can benefit from automated inventory placement in close proximity to customer demand and order fulfillment from the nearest available



Flexible logistics services

Merchants can mix and match essential services such as storage, freight, inventory preparation, and returns to best suit their needs.



Shop Promise

Shop Promise is a new service that enables consumers to access dependable next-day and two-day delivery choices throughout the US.

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Strategic Insights into Key E-commerce Markets: The US, EU/UK, and Brazil



Strategic Approaches to E-commerce Growth

The US, Germany, and Brazil have emerged as key players in the e-commerce space, offering unique opportunities and challenges for businesses looking to expand their online presence. By expanding into North America, businesses can take advantage of a range of multi-channel opportunities that are provided by the entire online integrated ecosystem within the region. Additionally, cross-border opportunities with Brazil and Canada offer further potential for growth and expansion. Germany's e-commerce market offers stable growth, regional expansion opportunities, and a mature customer base. With its significant share of the e-commerce market in Europe, Germany also provides access to advanced logistics and integrated infrastructure that can benefit businesses looking to expand their online operations

	US	Germany	EU27	Brazil	Canada
ANNUAL ECOM REVENUE (USD)	1.065B	118B	635B	39B	79B
ANNUAL ECOM GROWTH	10,8%	11,1%	10,1%	21,8%	13,9%
ECOM / REAIL SALES	16,1%	14,2%	14,6%	11,1%	13,6%
INTERNET PENETRATION	89%	93%	92%	76%	95,6%
CROSSBORDER PENETRATION	41%	37%	60%	68%	44%
CROSSBORDER ECOM REV SHARE	3%	4%	5%	4%	4%
POPULATION	343M	83M	445M	219M	38,2M



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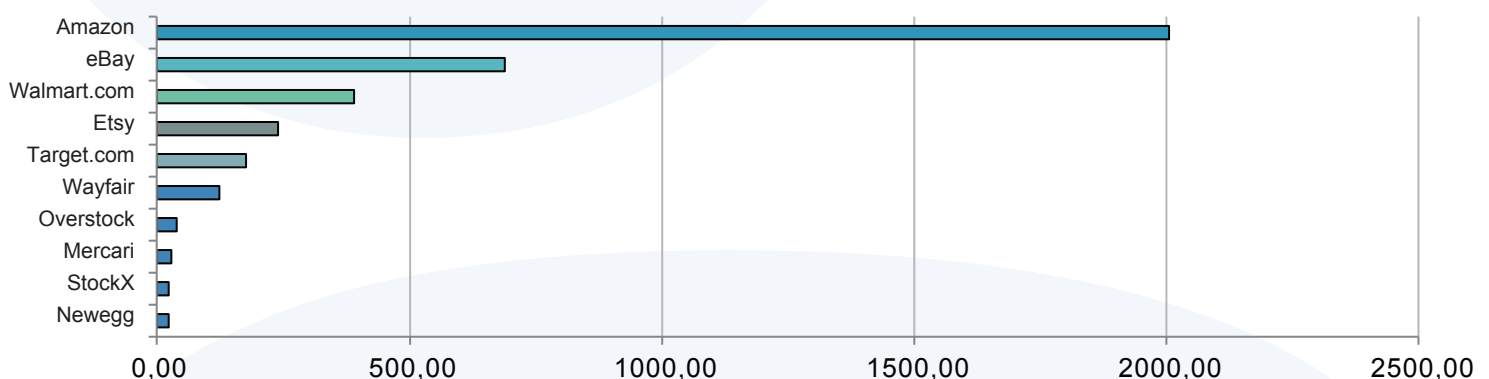
US

The Growth of the US
E-Commerce Market

Opportunities and Challenges in the US E-commerce Market

The United States is one of the largest and most influential players in the global e-commerce market. In 2023, the country's e-commerce sales are expected to surpass \$1,2 trillion, accounting for more than 16% of total retail sales in the country. US e-commerce market is expected to continue to grow at a rapid pace, with an estimated annual growth rate of over 10,8%. This giant market is highly competitive, with major players such as Amazon, Walmart, and Target dominating the online space. Amazon is by far the largest player in the market, with an estimated 38% share of the e-commerce market in the US. The company's Prime membership program, which offers free shipping and other benefits to subscribers, has helped to solidify its position as the go-to destination for online shoppers. Walmart is another major player in the US e-commerce market, with an estimated 6,5% share of the market. The company has been investing heavily in its online operations in recent years, with the acquisition of several e-commerce startups and the expansion of its online grocery pickup and delivery services. Target is a smaller player in the market, with an estimated 2% share of the e-commerce market in the US. However, the company has been steadily growing its online sales in recent years, thanks in part to its popular same-day delivery service, Shipt. In addition to these major players, there are also many smaller businesses that are finding success in the US e-commerce market by focusing on niche markets and building loyal customer bases. Some of these businesses include online fashion retailers like ASOS and Zappos, as well as specialized retailers like Chewy, which sells pet supplies.

TOP10 US Visit/Month Millions



Source(s): Similarweb Feb,2023

EKOL360 SUPPORTS

- ☐ INTEGRATION
- ☐ CROSSBORDER
- ☐ SHIP2MP
- ☐ BRAND PARTNERSHIP



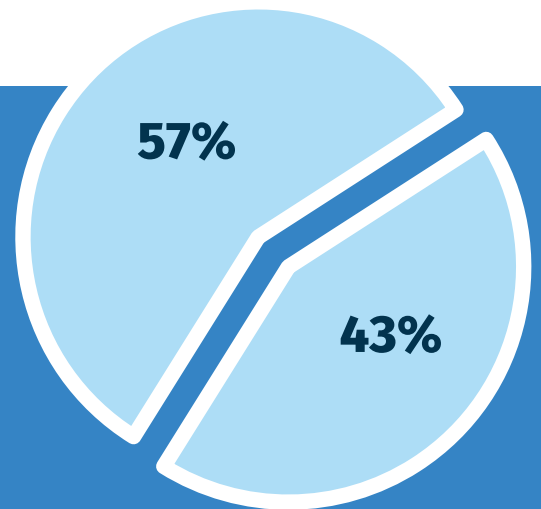
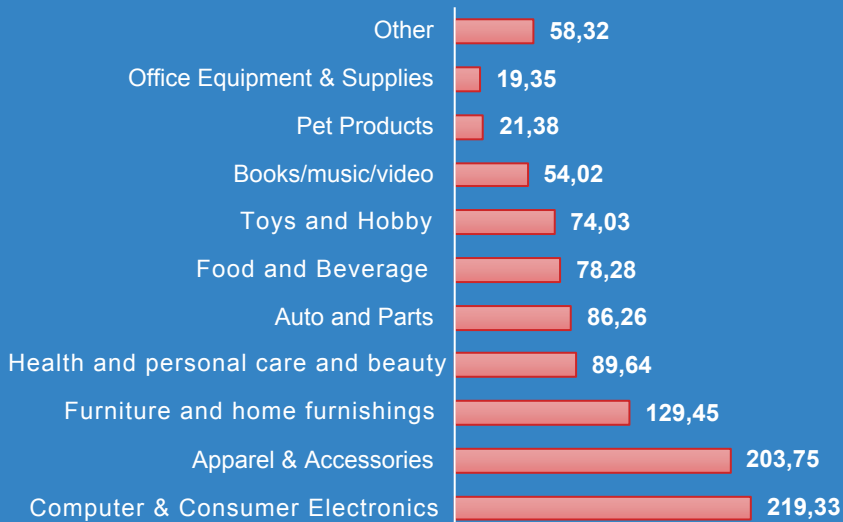
US ECOM MARKET



DIGITAL BUYERS



89%
INTERNET
PENETRATION



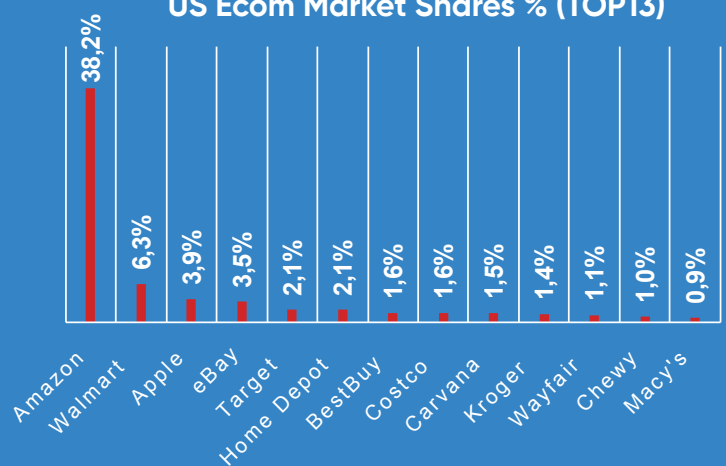
The five largest brands in
North America generated
43% of the Top500
brand's online sales in 2022

Auto and Parts category grew **30.1%** in 2022

WHERE THEY BUY CROSS-BORDER?



US Ecom Market Shares % (TOP13)



US E-Commerce Market Landscape



The US e-commerce market is a key target for brands looking to expand globally due to its significant market share. Expanding into advanced online markets provides access to advanced infrastructure, service providers, and the latest technologies. By selling cross-border or offering fulfillment options on some of the world's most visited marketplaces, and partnering with cutting-edge service providers, you can deliver your brand directly to customers. After being partner with multi-channel e-commerce integrators and 3PL service providers, you can expand your sales channels to reach more customers and take advantage of omni-channel opportunities. In addition to mainstream channels, it can be beneficial to target niche marketplaces tailored to customers' interests, and to keep an eye out for new and relevant emerging marketplaces.

Exploring the New Marketplaces US Market

Faire – A wholesale marketplace that connects retailers with unique and innovative products from small businesses and independent makers.

Zulily – An online retailer that specializes in deals on clothing and accessories for women, children, and babies.

Verishop: Offers fashion, beauty, home goods, and electronics, with a focus on sustainability and ethical sourcing.

Touch of Modern: A marketplace for unique and innovative products, with a focus on gadgets, home goods, and fashion accessories, memberships only.

Redbubble: Allows independent artists to sell their designs on a variety of products, including clothing, phone cases, and home decor



Fast Onboard to US E-commerce: New Generation Seamlas Platforms

In today's digital age, e-commerce businesses need to stay ahead of the competition by providing a seamless, user-friendly mobile experience that drives engagement and conversion. This is where new generation e-commerce management platforms and mobile optimization companies come into play. These tools are essential for businesses looking to succeed in the online marketplace and easily onboard to the US market.

One of the most popular e-commerce platforms is **Shopify**, which allows businesses to build and manage their online stores with ease. **Volusion** is another option, offering a range of features and tools to help businesses grow their online sales. **WooCommerce** is a popular plugin for WordPress that adds e-commerce functionality to existing websites. In addition to e-commerce platforms, mobile optimization and marketing companies are also crucial for businesses. These cloudbase companies offer a range of tools and features designed to optimize mobile experiences and drive effective marketing campaigns. Popular companies in this space include **Braze**, **Iterable**, **MoEngage**, **CleverTap**, and **LeanPlum**.

Further E-commerce integrators play a critical role in the success of online businesses by providing a centralized platform to manage multiple sales channels and streamline operations. These integrators allow businesses to manage their online storefronts, marketplaces, and other sales channels from a single dashboard, making it easier to manage inventory, process orders, and fulfill shipments. This can save businesses time and money by reducing the need for manual processes and enabling automation. Integrators also provide a range of tools and features designed to help businesses optimize their online sales performance. By connecting with multiple sales channels through a single platform, businesses can quickly and easily expand their reach and tap into new markets.

- **SellerCloud:** A cloud-based platform that provides inventory and order management, multi-channel listing, and shipping solutions for e-commerce businesses.
- **Extensiv:** An all-in-one e-commerce operations platform that provides inventory management, order processing, fulfillment, and analytics tools.
- **TradeGecko:** A cloud-based platform that provides inventory and order management, sales channel integration, and analytics tools for e-commerce businesses.
- **ShipStation:** A shipping and order fulfillment platform that integrates with multiple sales channels, including marketplaces and shopping carts.
- **Ecomdash:** A cloud-based platform that provides inventory management, order fulfillment, and multi-channel listing solutions for e-commerce businesses.
- **BigCommerce:** An e-commerce platform that provides online store creation and management tools, as well as integrations with marketplaces and other sales channels.

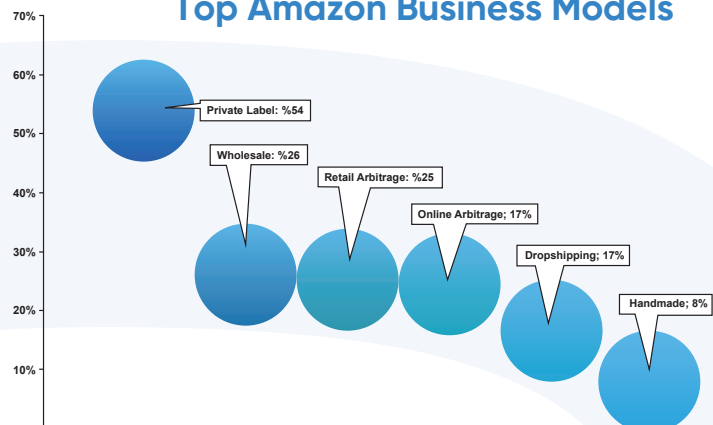
Expanding Your Sales Channels: Why Online Marketplaces are a Smart Choice

Marketplaces have revolutionized the e-commerce landscape in the US, providing businesses with a powerful platform to expand their customer base and increase sales channels. The top five marketplaces in the US based on the number of active customers include Amazon, eBay, Walmart, Target, and Wayfair. Each of these marketplaces has its own specialties and areas of focus. One of the key benefits of selling on online marketplaces is the ability to tap into an existing customer base. Marketplaces like Amazon and Walmart attract millions of shoppers each day, offering businesses the opportunity to increase their visibility and reach new customers. Moreover, these marketplaces provide various tools and services to help businesses manage their sales, such as fulfillment and shipping services, advertising tools, and customer support. Amazon, in particular, offers a comprehensive set of solutions that can benefit businesses of all sizes. The company's Fulfillment by Amazon (FBA) service is a popular choice for businesses as it provides end-to-end management of the sales process. With FBA, businesses can store their products in Amazon's fulfillment centers, and the company takes care of shipping, handling, and customer service. Additionally, Amazon provides various inventory management tools like stock planning, which enables businesses to forecast demand and optimize their inventory levels. Amazon also offers in-site marketing mechanisms that help businesses increase their visibility and drive sales on the platform. With programs like Amazon Prime and Amazon Fresh, businesses can leverage omnichannel opportunities to reach customers across multiple channels, including online, mobile, and in-store. The company's robust return management tools make it easy for businesses to handle customer returns and exchanges, and with on-demand allocation, businesses can quickly and easily adjust their inventory levels to meet changing demand and optimize their sales. With the right strategy and leveraging the various tools and services offered by marketplaces like Amazon, businesses can overcome the challenges and drive growth in the e-commerce landscape. In fact, marketplaces may be the best way for businesses to enter a new market, as they provide immediate access to a large customer base and offer the necessary support to overcome obstacles and achieve success.

The private label sales model
has been a popular choice among
Amazon sellers

54%

Top Amazon Business Models

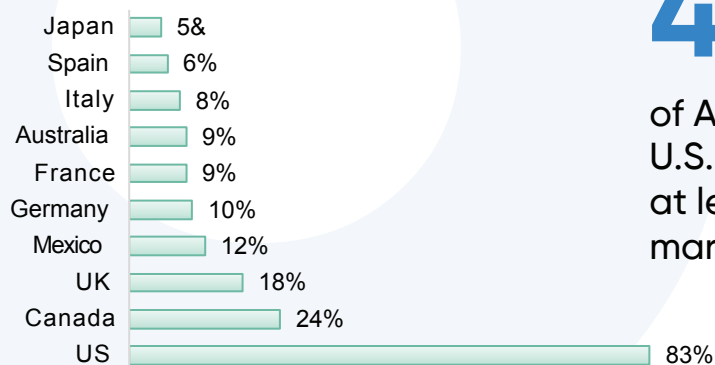


Amazon

The Jungle Scout 2023 seller report highlights that the Amazon U.S. marketplace is the most popular among Amazon's 20 global marketplaces. It has been around the longest and attracts sellers from all over the world. Amazon has launched marketplaces in 19 other countries since 2002, with the most recent one being in Belgium, which launched in the latter half of 2022. In 2023, Amazon plans to launch marketplaces in Colombia, Nigeria, and South Africa. Although Brazil, Turkey, Japan, and Saudi Arabia did not make it to the top 10 list of the fastest-growing marketplaces, the number of sellers operating in these countries increased significantly in 2022. In fact, Brazil saw a 220% increase in sellers, while Turkey, Japan, and Saudi Arabia had increases of 80%, 53%, and 50%, respectively.

Sellers can list their products in multiple global marketplaces simultaneously to expand their customer base. This allows them to take advantage of Amazon's global reach and target customers in various parts of the world.

International 3PL Sellers



Source(s): Jungle Scout, The State of Amazon Seller 2023

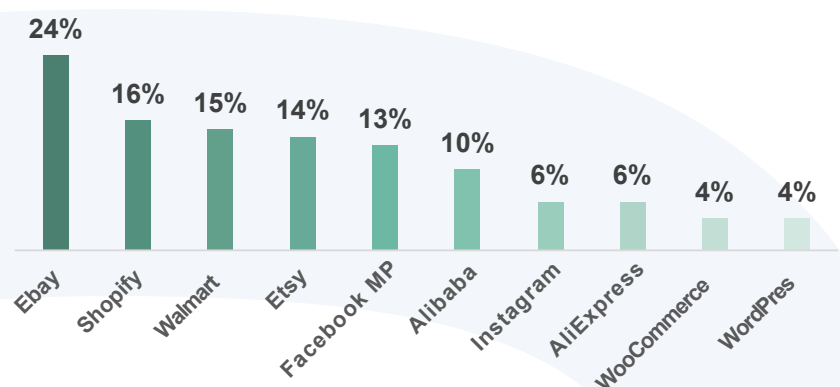
45%

of Amazon sellers operating in the U.S. marketplace also operate in at least one other international marketplace.

61%

The number of SMB (small and medium-sized business) sellers adopting a multichannel strategy for selling online has been ticking upward in recent years, and this trend is expected to continue into 2023. 61% of Amazon SMB sellers sold on at least one other channel in 2022, up from 58% the year before.

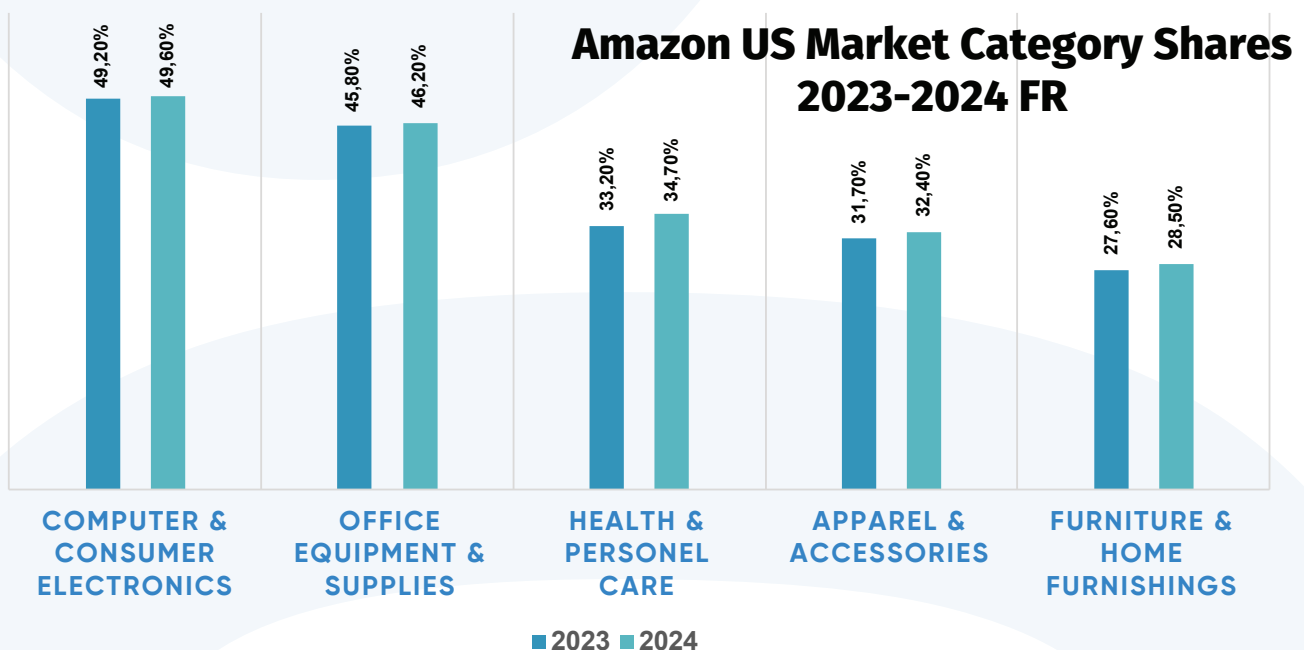
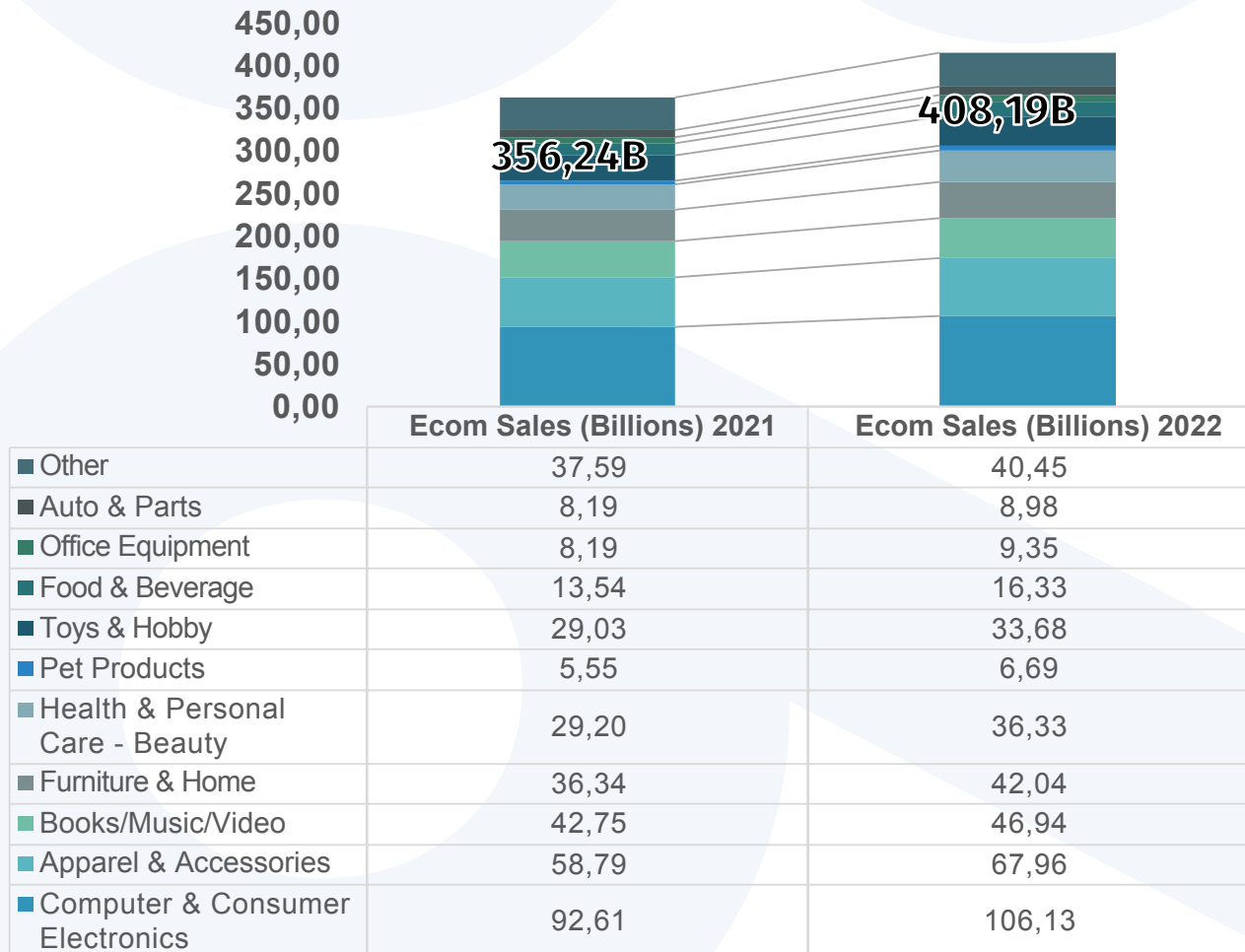
Amazon sellers alternative ecommerce platforms



Source(s): Jungle Scout, The State of Amazon Seller 2023

Amazon

Amazon US Market Ecom Categories 2021 vs 2022 (billion usd)



Source(s): Statista , Feb2023, eMarketer Jan2023

Beyond Amazon

Category preferences

Where consumers are more likely to shop by product category



amazon.com

2.1B

(average monthly site visit)

9,4%

(YOY ecommerce sales growth)

1.1M

(number of 3P sellers US 6.3M Global)

570

(physical retail location US)

75%

(of US consumers made a purchase from Amazon)

57%

(Amazon Prime membership)

31%

(Walmart Plus membership)

Walmart.com

429M

(average monthly site visit)

10,6%

(YOY ecommerce sales growth)

150,000

(number of 3P sellers)

3,335

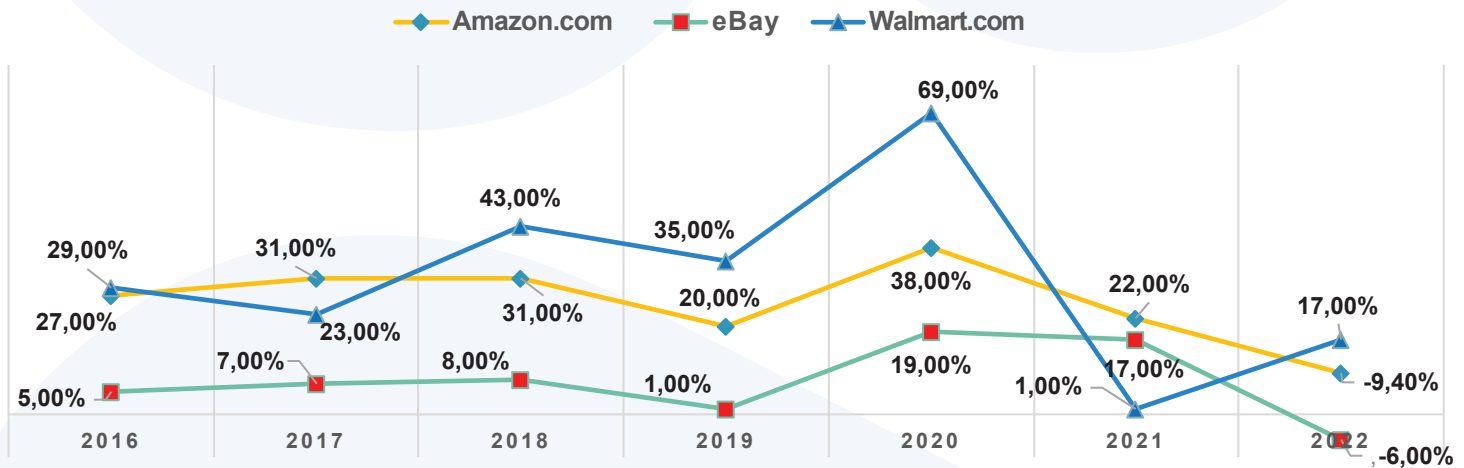
(physical retail locations US)

43%

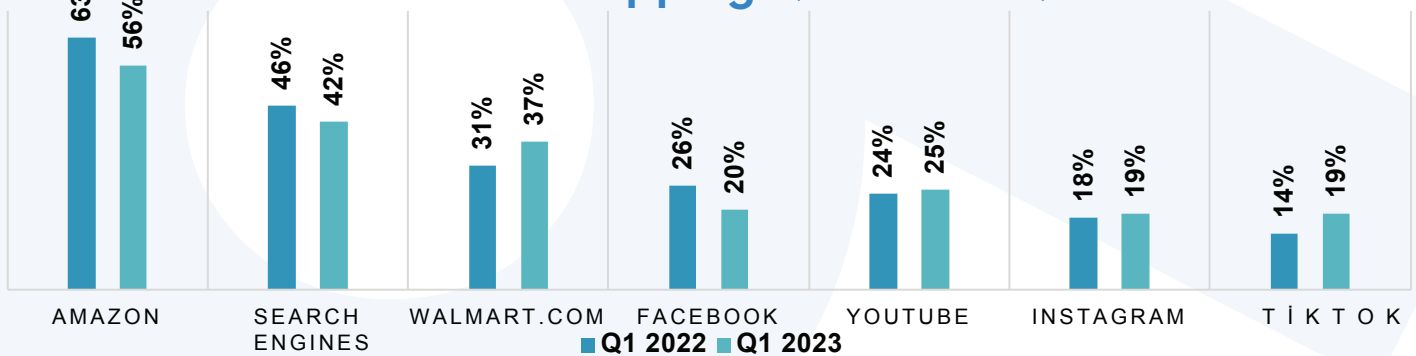
(of US consumers made a purchase from Walmart.com)

Top Level Competition

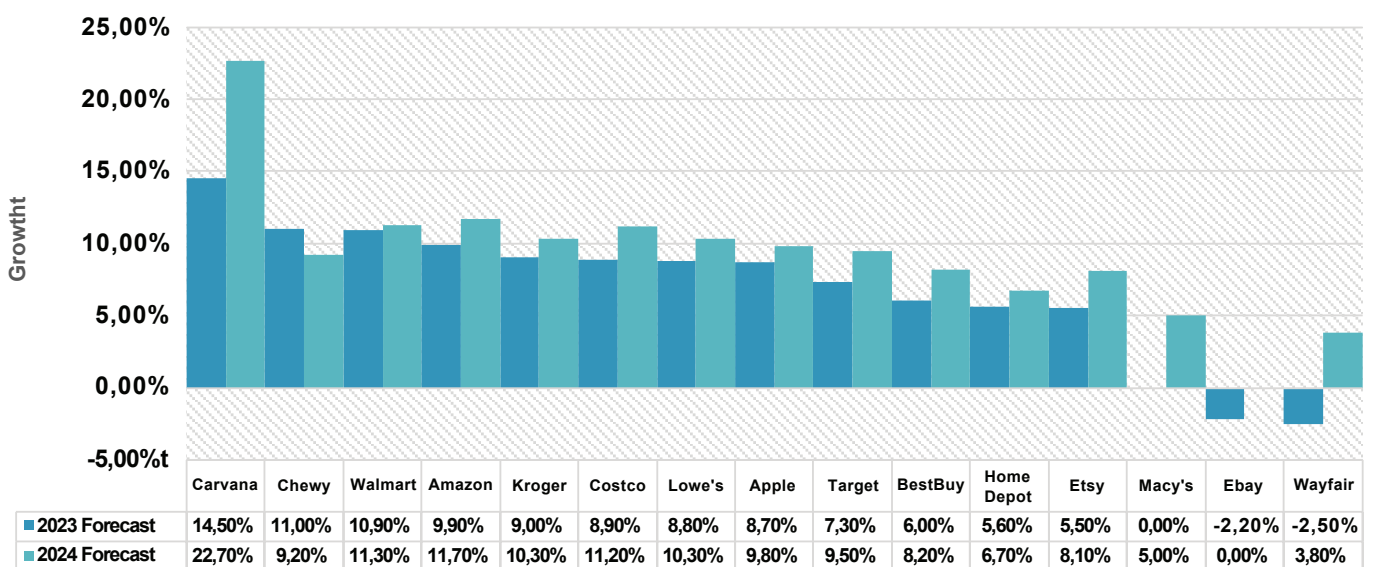
Key Players Growth



Where Us Consumers Start Their Search vs When Online Shopping Q1 2022 vs Q1 2023



US Market Top15 Growth Forecast (2023&2024)

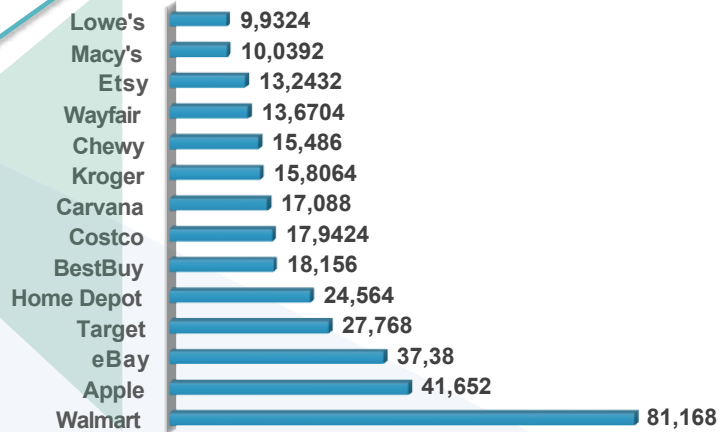
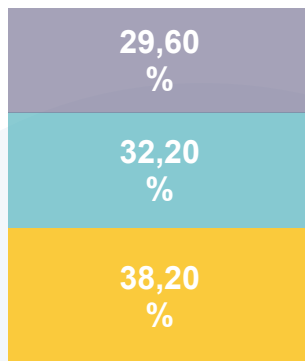


Source: eMarketer Feb2023

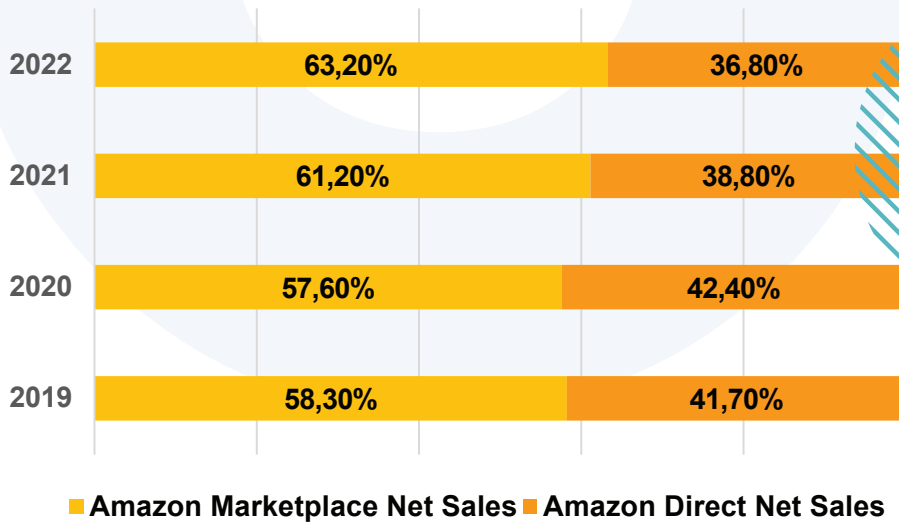
Top Level Competition

US Ecom Market Share % 2022

■ Amazon ■ Top14 ■ Other



Amazon 408,19B (USD billion) US Market Ecommerce GMV 2022

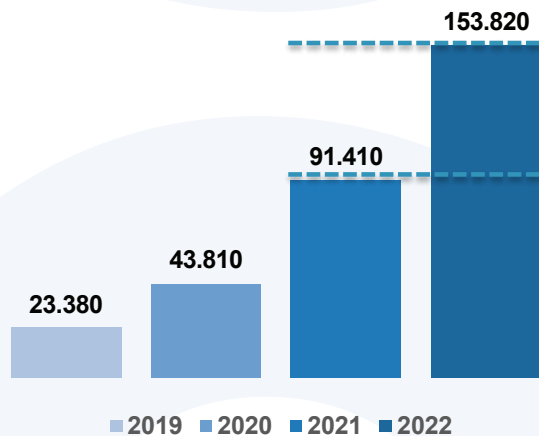


Source(s): Statista; Statista Digital Market Insights

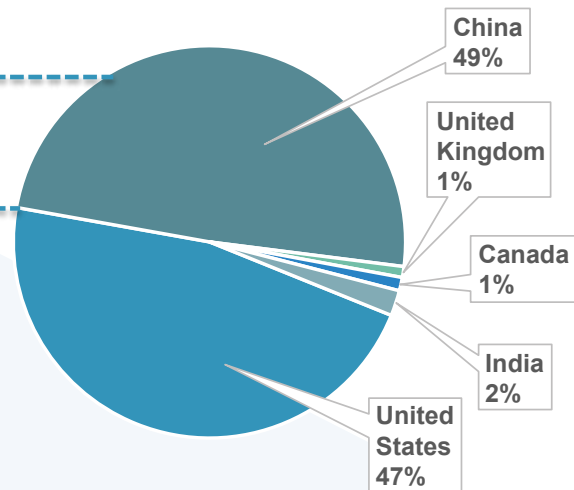


Top Level Competition

Walmart Sellers

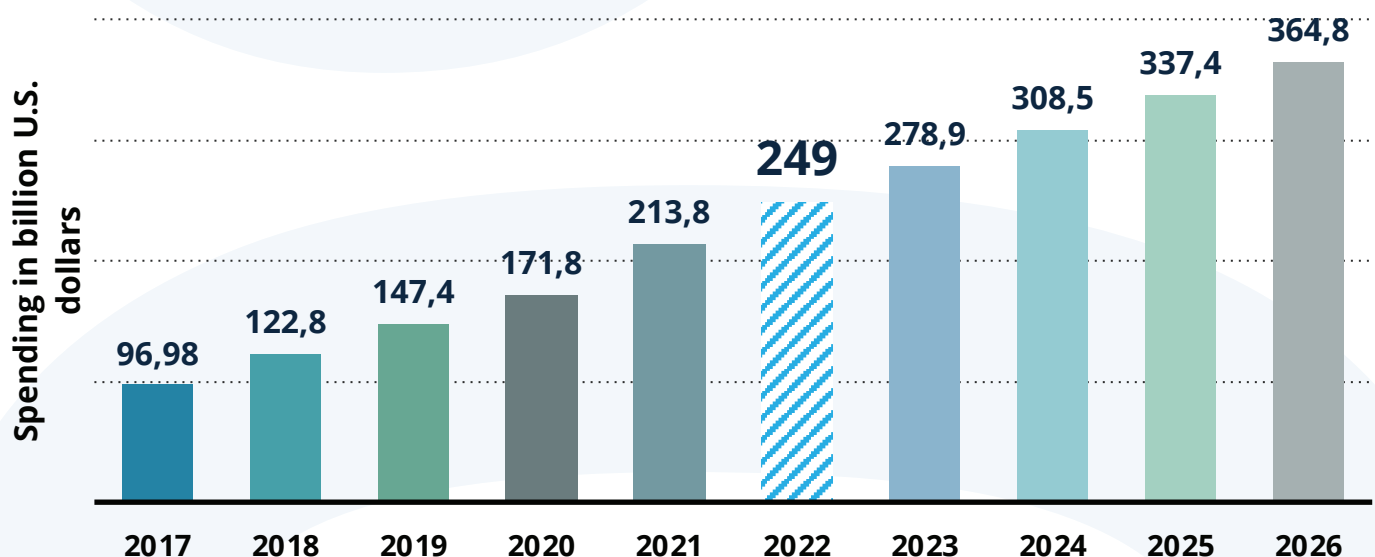


New Sellers in 2022



US E-commerce Players Boost Expansion with Digital Ad Spendings

The US e-commerce market is growing rapidly, and digital advertising spending is a key driver of this growth. American market players are investing heavily in digital advertising to expand their reach and become regional powerhouses in both North and South America. In 2022, digital ad spending in the US e-commerce market reached \$249 billion. By targeting consumers more effectively, these companies can differentiate themselves from their competitors and capture a larger share of the market. As digital channels continue to grow in importance, it's likely that this trend will continue in the future.



Source(s): Statista; Statista Digital Market Insights

Digitally Native Vertical Brands in US Market

According to a Digital Commerce 360 analysis of the U.S. Department of Commerce, e-commerce sales in the United States surpassed \$1.065 trillion in 2022, marking the first time e-commerce revenue has exceeded the \$1 trillion milestone. This figure is also a significant increase from 2021's \$906.4 billion. Direct-to-consumer (D2C) sales by established brands in the US market exceeded \$117 billion in 2022, while D2C e-commerce sales by Digitally Native Vertical Brands (DNVBs) reached \$38 billion in the same year. Together, these figures are projected to rise to nearly \$161 billion by 2024. The US e-commerce market is home to some of the most successful brands such as Glossier, Casper, and Warby Parker. Digitally Native Vertical Brands (DNVBs) are disrupting the industry by selling their own products through their own websites, eliminating the need for a middleman and offering seamless customer experiences. DNVBs have complete control over the consumer experience and access to valuable customer data, allowing them to design and create products that cater to consumer preferences. They offer emotionally-driven products, giving them an edge over price-driven competitors like Amazon. More manufacturers are now adopting the DTC model and managing their own e-commerce, signaling a shift towards greater control and efficiency.

Warby Parker – an eyewear company that sells stylish, affordable glasses and sunglasses directly to consumers through their website.

Casper – a mattress company that offers high-quality mattresses and bedding products designed to provide a better sleep experience. They sell their products exclusively online.

Glossier – a beauty company that sells skincare and makeup products through their website. They focus on creating products that are simple, effective, and appeal to a younger demographic.

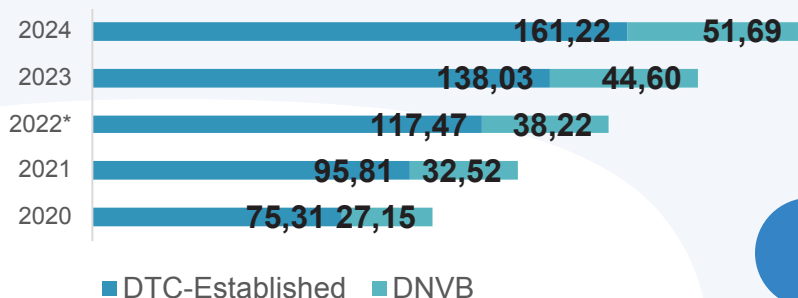
Away – a travel company that offers stylish, high-quality luggage and travel accessories directly to consumers through their website.

Harry's – has been successful in disrupting the shaving industry by offering high-quality products at affordable prices and creating a strong brand identity through its marketing campaigns.

Allbirds – an eco-friendly footwear brand that offers comfortable and stylish shoes made from sustainable materials.

Brooklinen – A luxury bedding company that offers high-quality sheets, comforters, and pillows at an affordable price.

Digitally native and established brands D2C ecommerce sales in the U.S. (in billion U.S. dollars)



Source: Digital Commerce 360



EU&UK

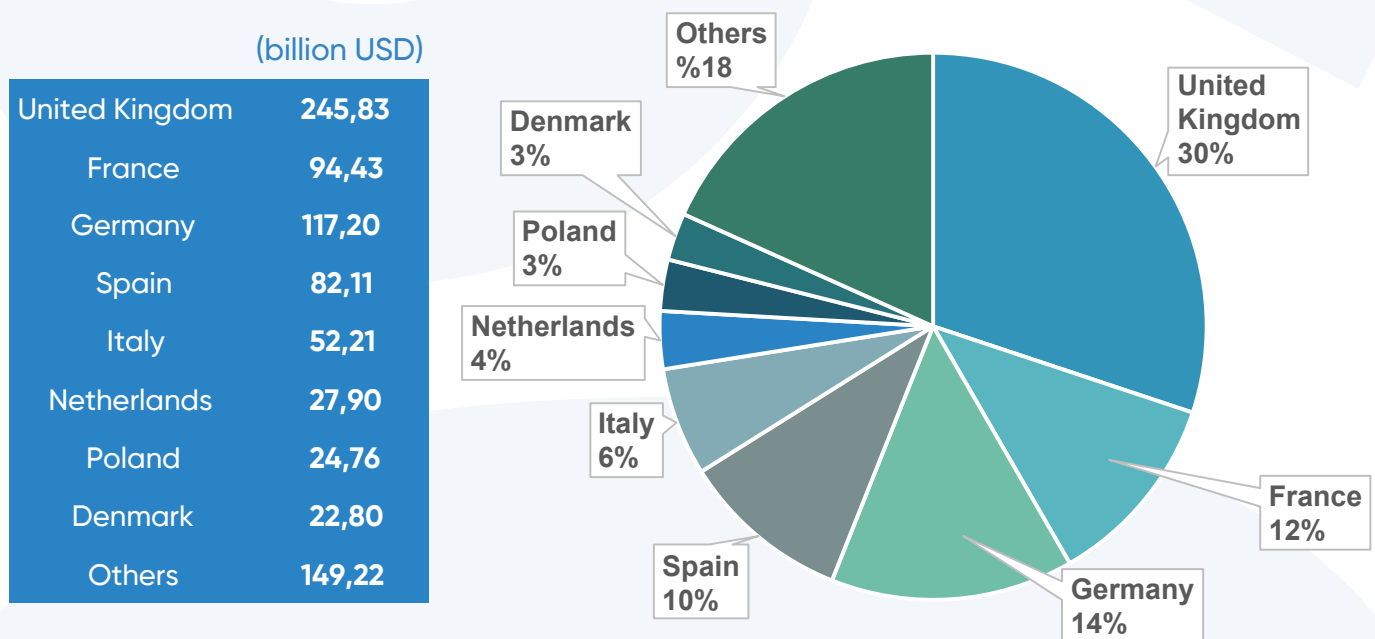
Exploring Europe's eCommerce
Landscape: Trends, Players, and
Growth Drivers

EU & UK

The eCommerce industry in Europe is rapidly expanding despite the challenges posed by the COVID-19 pandemic. In 2022, the industry generated a total revenue of US\$635 billion, positioning itself as a major player in the global eCommerce market. The UK eCommerce market reached \$245 billion USD in 2022, growing by 4.8%. Germany is also one of Europe's leading eCommerce markets and has experienced significant growth in recent years. As of 2022, the German eCommerce market was valued at approximately US\$ 117 billion, making it a lucrative market for eCommerce businesses to target.

The French eCommerce industry experienced a significant increase in revenue in 2022, with a GMV of US\$ 94,43 billion, up by 8,5% from the previous year. This growth was primarily driven by the transport, tourism, and leisure sectors, which contributed significantly to the services sector's growth of 36% over the last year and 50% over 2019. Despite a decrease in online product sales by 7% compared to 2021, sales still showed a remarkable increase of 33% compared to 2019. The number of transactions completed on internet retail websites in 2022 rose to 2.3 billion, a 6.5% increase from the previous year. Furthermore, the average basket value rose by 6.9% to reach €65, mainly due to the combined effects of inflation and higher prices in the service sector.

EU Market Shares in 2022%



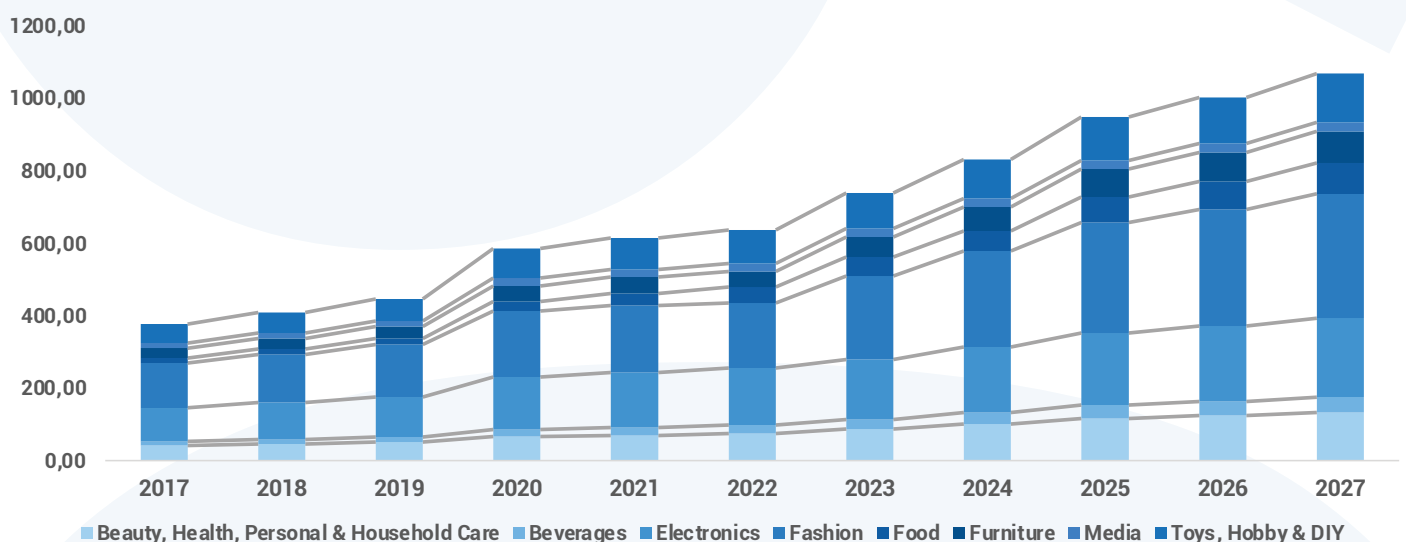
UK and EU E-Commerce Shows Promising Growth Potential

One of the key drivers of this growth is the increasing popularity of marketplaces. In 2022, marketplaces generated a staggering \$200 billion in revenue. In the UK, marketplace sales account for approximately 64% of eCommerce sales, while in Spain, Italy, and Poland, it is closer to 50%. On the other hand, countries such as Czechia, Denmark, Finland, Greece, Norway, Sweden, and Slovenia are all very light on marketplaces, with the vast majority of online sales coming from non-marketplace sites. In Greece, marketplace sales account for less than 1% of eCommerce.

According to a EU Trade Commission report released in 2023, 91% of people aged 16 to 74 in the EU had used the internet, and 75% of them had purchased or ordered goods or services online for private use. The Netherlands, Denmark, and Ireland recorded the highest shares of internet users who bought or ordered goods or services over the internet in 2022, with 92%, 90%, and 89%, respectively.

Overall, eCommerce accounts for 16.2% of total retail in Europe, with Germany leading at 19.9% and Italy lagging behind at 6%. With the continued growth of eCommerce in Europe, businesses need to be aware of the different trends and opportunities in each country to maximize their potential in this lucrative market.

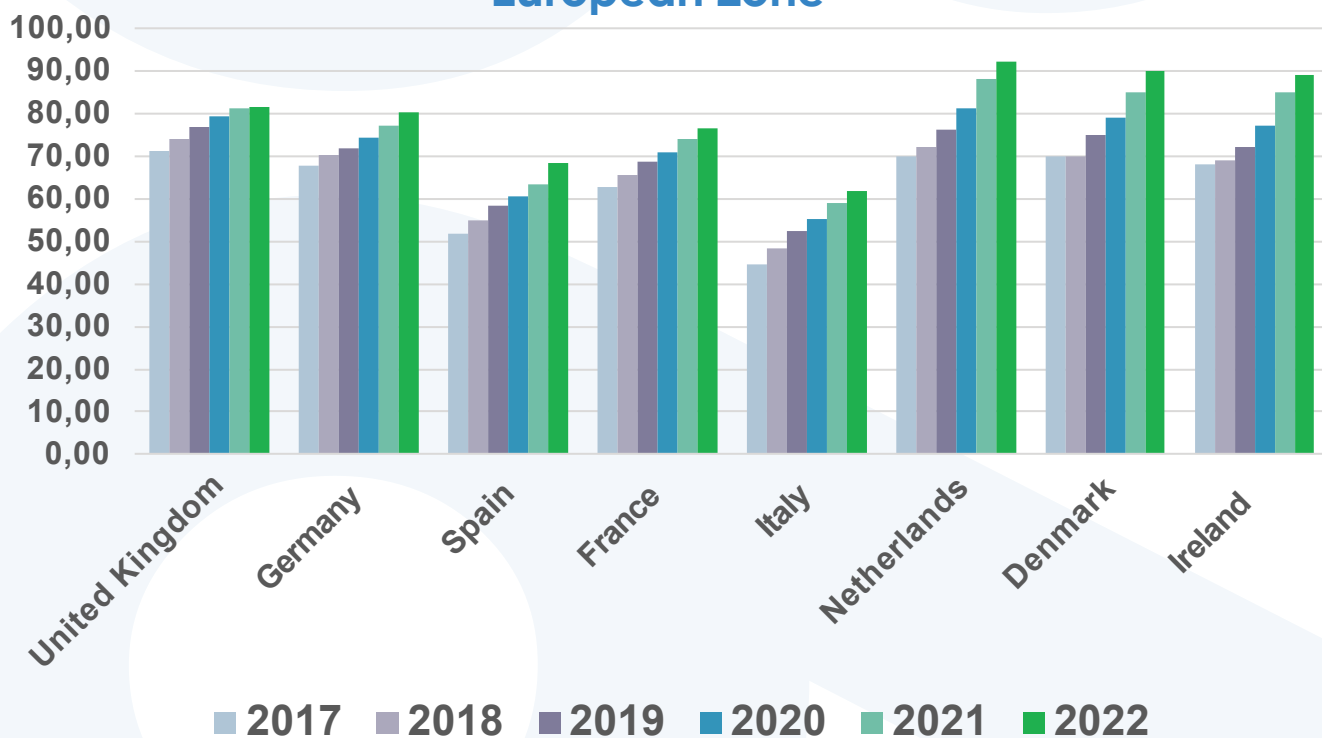
EU E-commerce by Category, (billion USD)



Source: Statista , March 2023

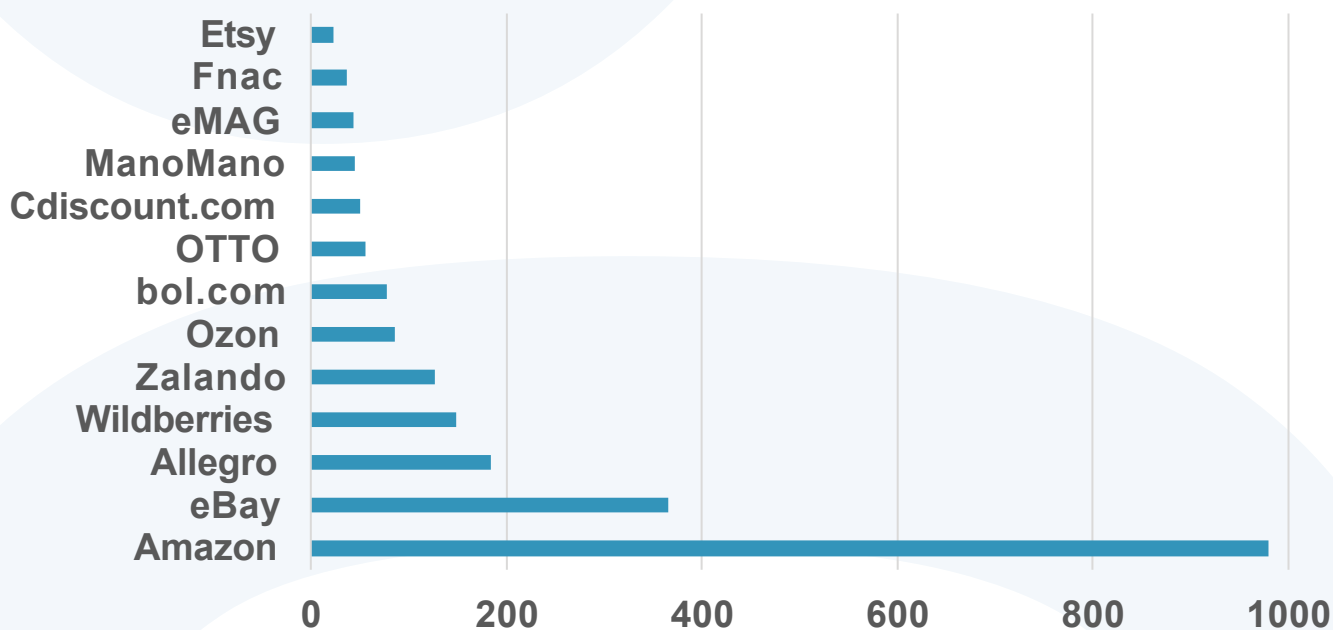
Key Numbers

E-Com Customer Penetration rates in selected European Zone



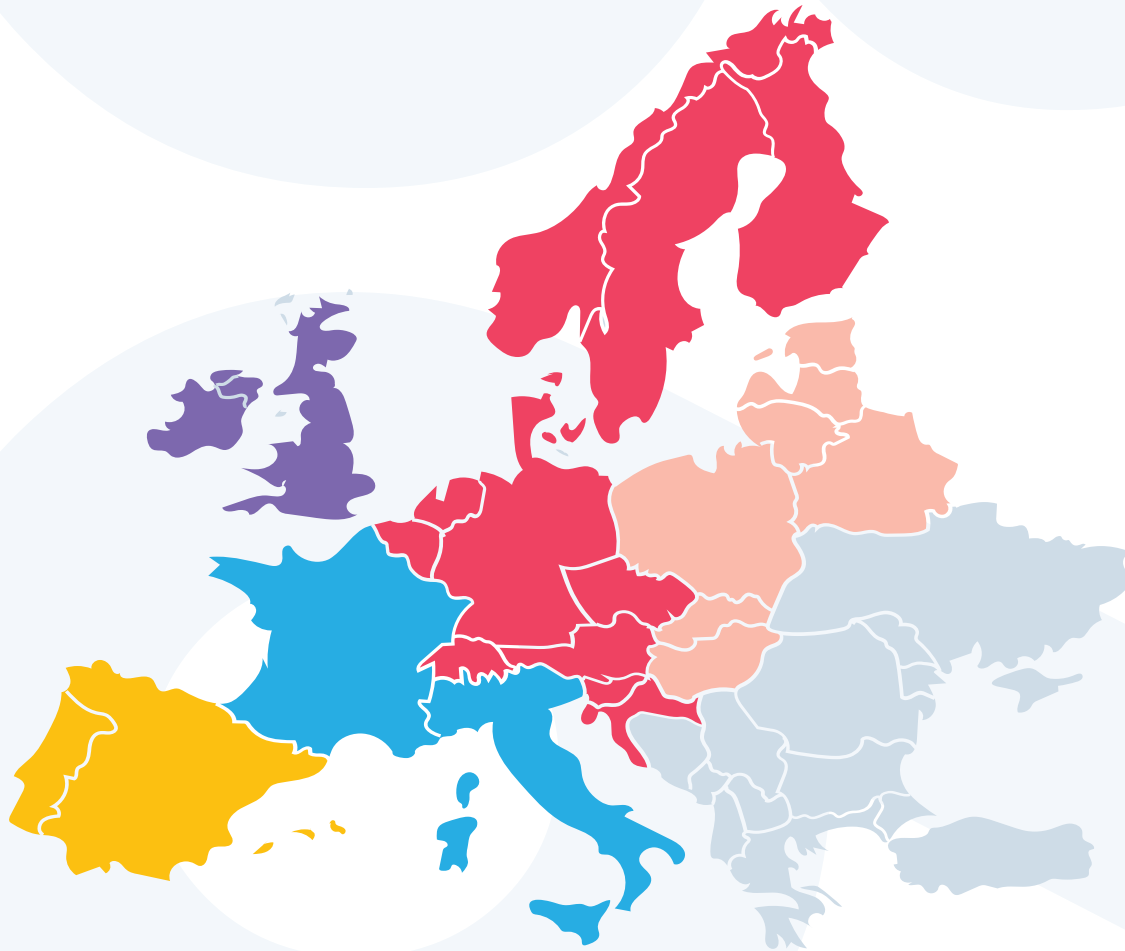
Source: Statista, March 2023




TOP13 EU Marketplaces Average Monthly Visit in 2022 (millions)



Source: Similarweb, Feb2023

EU Marketplaces by Regions



 <p>worten</p> <p>venca</p> <p>DECATHLON</p> <p>privalia</p> <p>Carrefour</p> <p>PC COMPONENTES</p> <p>El Corte Inglés</p>	 <p>amazon.co.uk</p> <p>ebay</p> <p>OnBuy.com</p> <p>frugo</p> <p>asos</p> <p>Etsy</p> <p>houzz</p> <p>wayfair</p>	 <p>amazon.fr</p> <p>fnac</p> <p>Rakuten</p> <p>ebay</p> <p>Cdiscount</p> <p>DECATHLON</p> <p>ManoMano</p> <p>Carrefour</p> <p>LA REDOUTE</p> <p>YOOX</p> <p>ibs.it Marketplace</p> <p>ePRICE</p> <p>spartoo</p>	 <p>zalando</p> <p>amazon.de</p> <p>OTTO</p> <p>MANOR</p> <p>Ricardo</p> <p>bol.com</p> <p>INNO</p> <p>Kaufland</p> <p>wehkamp</p> <p>Marktplaats</p> <p>CDON</p> <p>mobile.de</p>	 <p>allegro</p> <p>EMAG</p> <p>FASHION DAYS</p> <p>aukro</p> <p>digitec.ch</p> <p>JOOM</p> <p>LAMODA</p>
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A blue-tinted photograph of a Brazilian coastal city, likely Rio de Janeiro, with mountains in the background and a palm tree in the foreground. The image is used as a background for the text.

03

BRAZIL

Embrace the Thriving World of
E-Commerce in the Heart of
Latin America

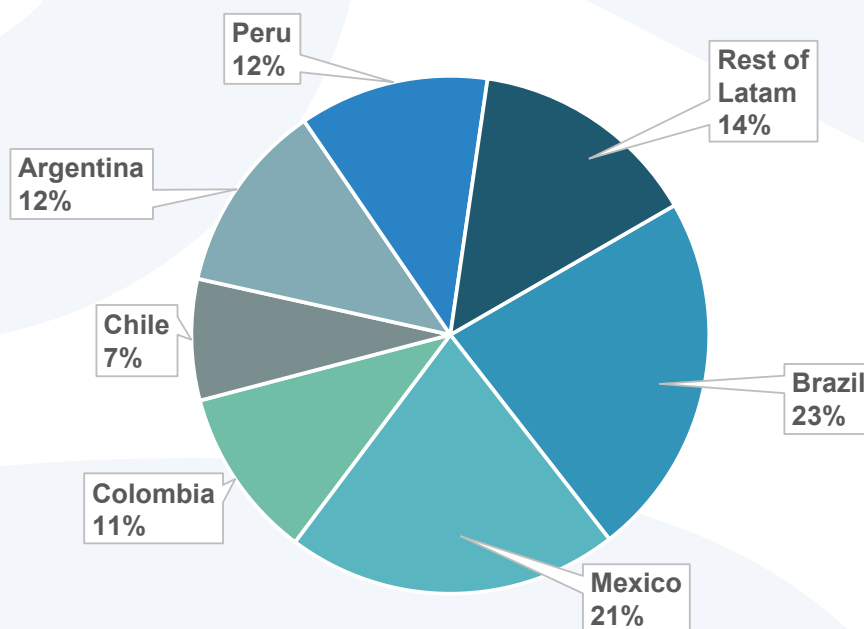
E-Commerce Market in Latin America: Key Players, Trends, and Challenges

The e-commerce market in Latin America has seen a significant surge in growth in recent years due to various factors such as increased internet and mobile device penetration, a growing middle class, and the COVID-19 pandemic's impact. According to a report by eMarketer, the e-commerce market in Latin America reached \$167 billion in 2022, growing by 20,4%, and is expected to continue its steady growth in the years ahead. Brazil is a key player in the e-commerce market in Latin America, ranking as the 12th largest market in the world, with a Gross Merchandise Volume (GMV) of \$39 billion in 2022. Other notable e-commerce markets in the region include Mexico, Argentina, and Colombia, which together account for a significant portion of e-commerce sales in Latin America. The growth of the middle class in the region has played a significant role in driving the e-commerce market's growth, with consumers seeking more convenient and affordable options for shopping online. The pandemic has also accelerated the shift towards e-commerce, as consumers look for safer and more convenient ways to purchase goods and services.

LATAM E-Commerce GMV in 2022 (Shares%)

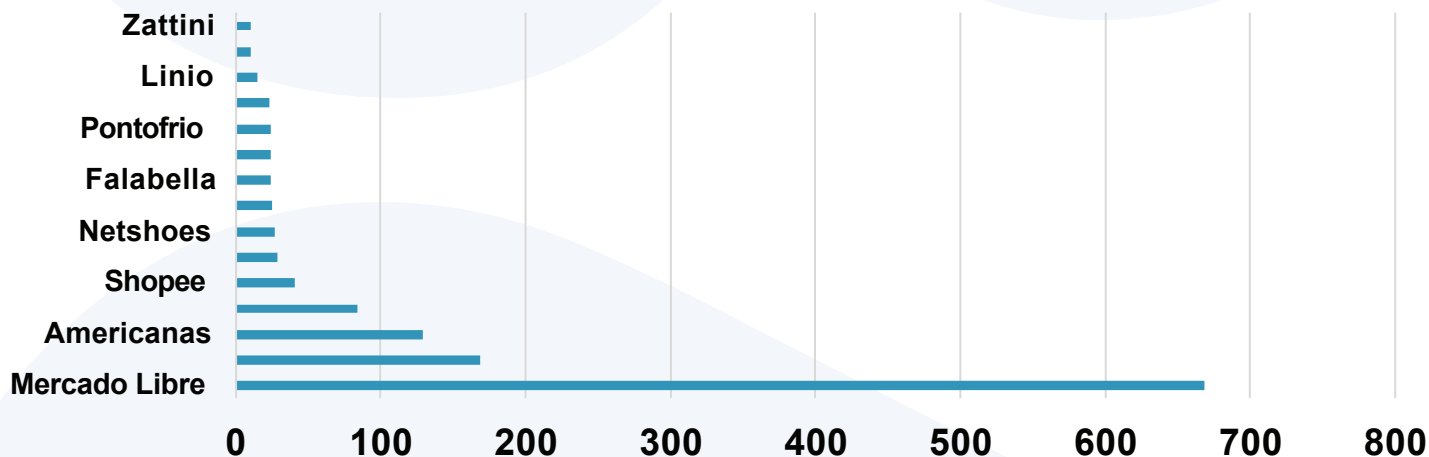
2022 GMV (Billions USD)

Brazil	38.110
Mexico	34.690
Colombia	17.844
Chile	12.644
Argentina	20.014
Peru	19.800
Rest of Latam	24.000



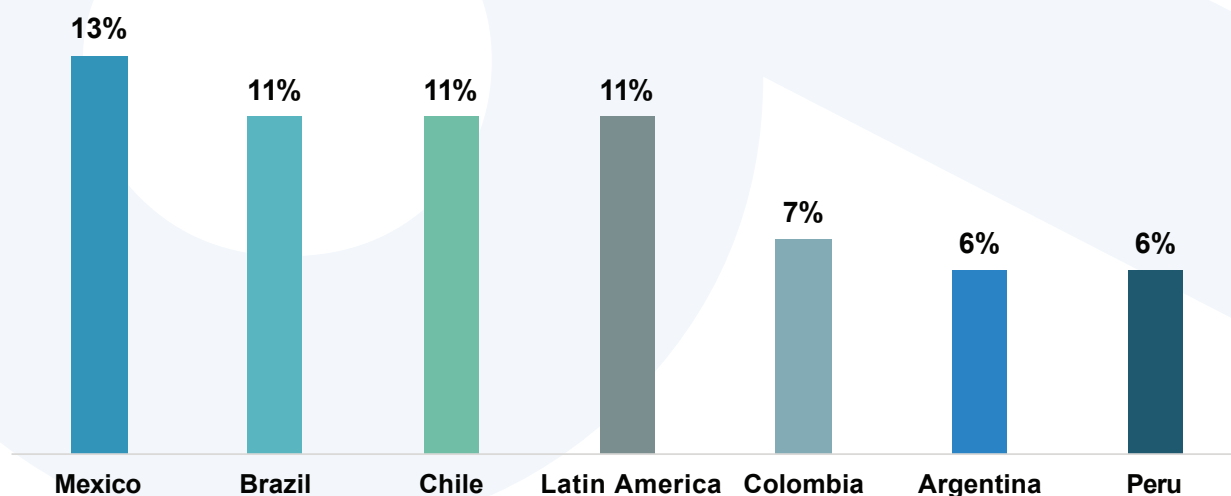
Key Stats

Average Monthly Visit LATAM in 2022 (millions)



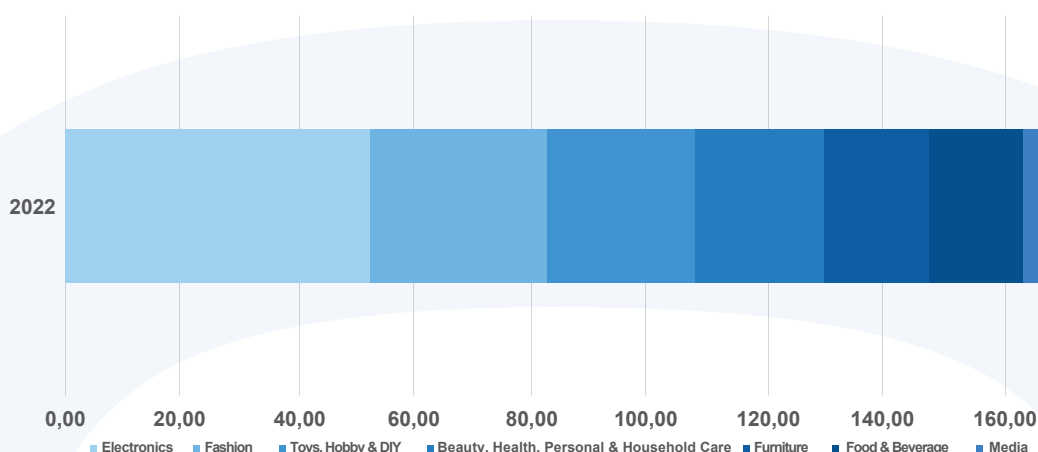
Source: Similarweb, Feb2023

E-Commerce Retail Share of Total Retail Sales



Source: Statista, Feb2023

LATAM 2022 GMV by Categories (billions USD)

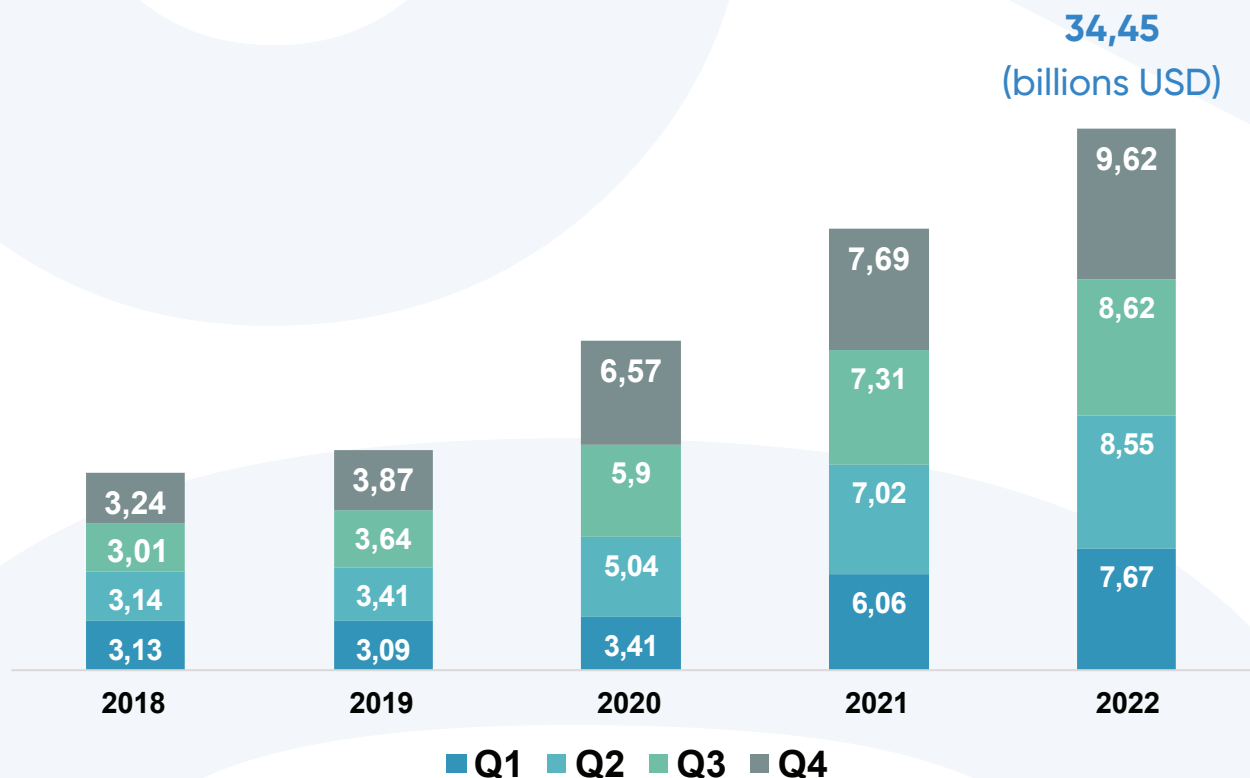


Source: Statista, Feb2023

Mercado Libre: Shaping Latin America's E-commerce Landscape

Mercado Libre is the largest e-commerce platform in Latin America and has played a key role in shaping the region's digital economy. Founded in Argentina in 1999, the company has grown rapidly over the past two decades to become a household name across Latin America. One of the main reasons for Mercado Libre's success is its ability to adapt to local market needs. The company operates in 18 countries across the region, each with its unique culture and preferences. To succeed in each market, Mercado Libre has localized its platform and services, making it easier for customers to shop and for sellers to reach their target audiences. Mercado Libre's focus on providing a reliable and secure platform for online transactions has also contributed to its success. The company has implemented various measures to protect customers from fraud and ensure that transactions are conducted smoothly. This has helped to build trust among customers and sellers alike, which is essential for any e-commerce platform to succeed. In addition, Mercado Libre has invested heavily in logistics and delivery infrastructure to ensure that products can be delivered efficiently across the region. This has helped to overcome some of the logistical challenges that arise from operating in such a vast and diverse region. Mercado Libre has expanded its offerings to include a range of services and will become the Super App of Latin America in the upcoming years.

Mercado Libre Retail GMV (in billions USD)



Source: Emarketer, Feb2023

Top Trends to Watch in 2023

01

OMNI CHANNEL

02

SOCIAL COMMERCE

03

RE-COMMERCE

04

**NEW GENERATION SUPPLY
CHAIN MANAGEMENT
BY EKOL 360**

Omni Channel: Streamlining Channels for a Seamless Shopping Experience

An omnichannel strategy involves tailoring customer offerings to their behaviors on individual distribution channels, which are often managed separately. This approach consolidates sales channels onto a single platform, creating a centralized hub for all customer interactions, including physical stores, mobile apps, websites, and marketplaces. The goal is to provide a seamless customer experience that bridges the gap between digital and physical channels, and ensures readily available information about customer interactions to enhance the overall customer experience.

According to a study by the Harvard Business Review that analyzed 46,000 consumers, 73% prefer shopping through multiple channels, with only 7% shopping exclusively online and 20% solely in-store. The study also found that customers who use multiple channels tend to spend more money, with omnichannel customers spending 10% more online and 4% more in-store compared to single-channel users. To achieve success in omnichannel retail, the implementation of an Order Management System (OMS) can be crucial. A sophisticated OMS equips businesses with the necessary tools to fulfill omnichannel demands efficiently at scale, streamlining every aspect of order management to enhance omnichannel experiences at every touchpoint.

1

Centralized Inventory

For a seamless omnichannel experience, allocate inventory effectively. Consolidate inventory or segment it by channel. Displaying local store inventory online bridges online and offline shopping, improving customer satisfaction while reducing stockouts and errors.

2

Omnichannel fulfillment options

- BOPIS (Buy Online, Pick Up in Store)
- ROPIS (Reserve Online, Pick Up in Store)
- BOSS (Buy Online, Ship from Store)
- BODFS (Buy Online, Deliver from Store)
- Curbside pickup

3

Resilient Returns

48% of consumers value cross-channel returns, such as BORIS (Buy Online, Return In Store). BORIS simplifies returns and attracts customers to the in-store experience, boosting sales and fostering loyalty.

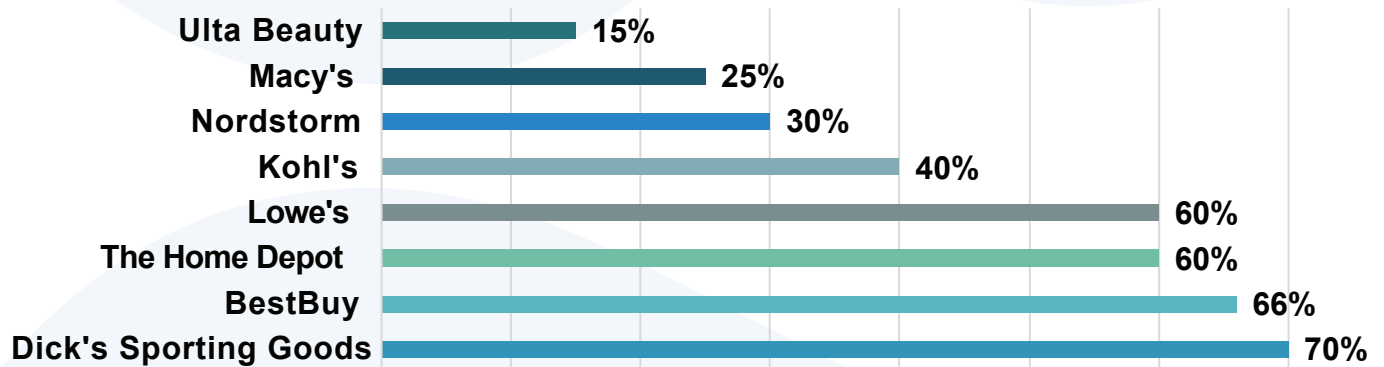
4

Customer Management

An omnichannel approach enables you to collect customer data from a single source, allowing you to provide 360-degree service to customers. This means you can offer personalized and consistent service across multiple channels, improving the overall customer experience and fostering loyalty.

Further Steps

Customer Prefers Omnichannel Options by Brand 2022 (Us Market)



The Evolution of Retail: From Omni Channel to Unified Commerce

The rise of Omni channel strategies has paved the way for Unified Commerce, which is now becoming a game changer in the retail industry. Unified Commerce integrates all sales channels, including physical stores, e-commerce platforms, and mobile applications, providing customers with a seamless shopping experience. By unifying all sales channels, businesses can manage and synchronize their operations, automate processes, optimize demand planning and allocation, and improve operational efficiency. This ultimately leads to increased customer engagement and loyalty, resulting in higher revenues and profits. Unified commerce will continue to evolve and expand in 2023. One potential area of progress for Unified Commerce in 2023 is the increased use of artificial intelligence (AI) and machine learning (ML) in supply chain management. As these technologies continue to advance, they have the potential to transform the way that companies manage inventory, optimize delivery routes, and even predict customer demand with seamless customer experience.

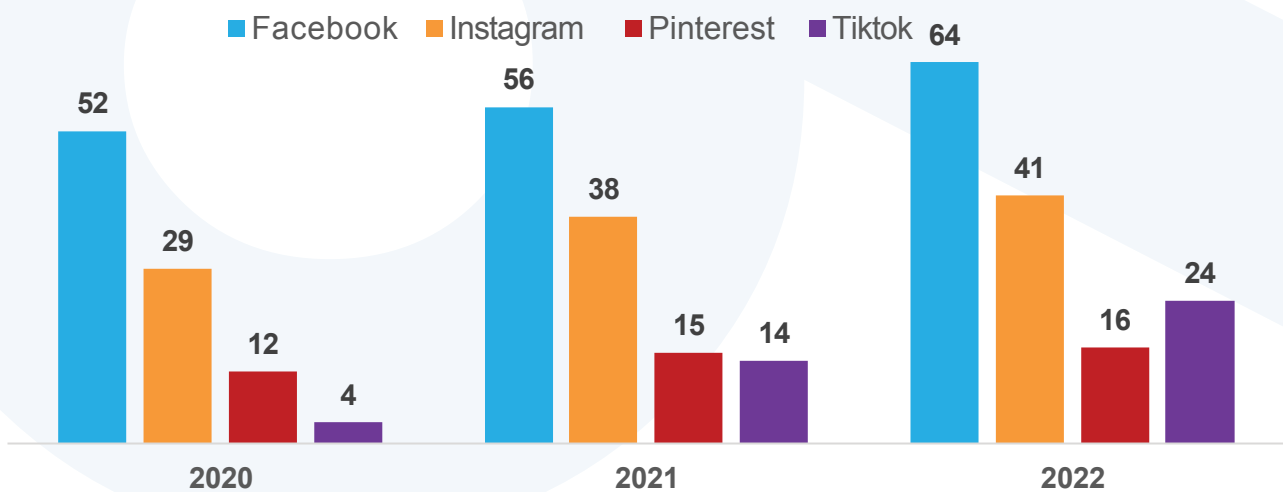


Source: Emarketer, Marketplace Pulse

Shop Socially: The Rise of Social Commerce

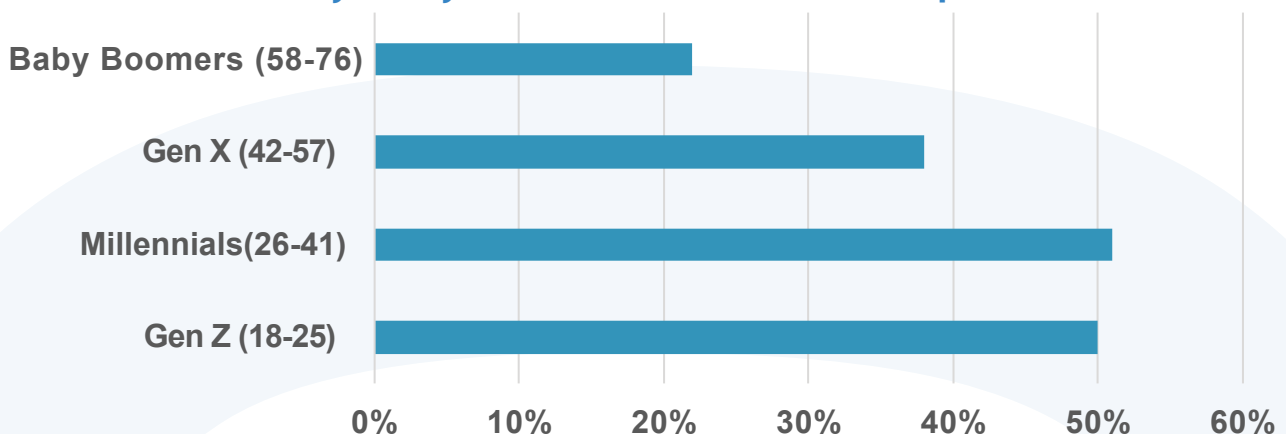
The convergence of social media and ecommerce is creating growth opportunities for brands. In 2020 and 2021, there was a significant surge in eCommerce and social commerce. As in-store shopping rebounded in 2022, retailers faced the challenge of bridging the gap between online and in-store experiences. Meanwhile, social media platforms continued to thrive as direct links to buying products. Global sales through social media platforms reached almost 992 billion U.S. dollars in 2022, and social commerce retail earnings are predicted to reach nearly \$80 billion in the US market by 2025, with \$45 billion in 2022. Social buying is more popular in China and Russia, where 51.5% and 49.5% of social network users have purchased via a social channel. China's livestream selling market grew from \$3 billion to \$171 billion in three years. Platforms and influencers are two critical components of social commerce. Popular calls to action, such as "swipe up to purchase" or "store link in bio," push social media users to buy advertised items or services. User-generated content, such as TikTok videos and hashtag challenges, is becoming more important for marketers.

Social Buyers by Platforms in US market (millions)



Source: Emarketer, Feb2023

Social Buyers by Generations (share of respondents)



Source: Emarketer, Feb2023

Exploring the Various Types of Social Commerce



Digital Store

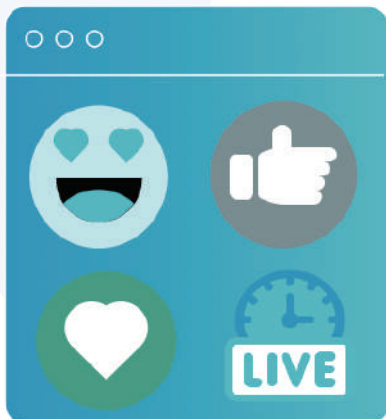
Many brands today utilize digital retail interfaces to enable customers to explore and purchase their products online, which may include features such as product catalogues and in-app check-out. Clinique, for example, has taken advantage of Instagram check-out to allow users to shop for its products directly on the platform

Conversational Commerce

Brands are increasingly utilizing conversational interfaces, such as direct messaging and voice support, to assist customers in finding and purchasing products. The Lego Group's chatbot, 'Ralph,' is a prime example of this trend, providing personalized product recommendations and support to shoppers on Facebook Messenger.

Livestream Commerce

Brands and sellers are utilizing live interfaces, such as video-streaming, Q&A engagement, and direct check-out, to connect with customers in real-time. Walmart's new Livestreaming platform is a latest example of this trend, offering an immersive shopping experience where customers can interact with influencers and make purchases without leaving the Livestream.

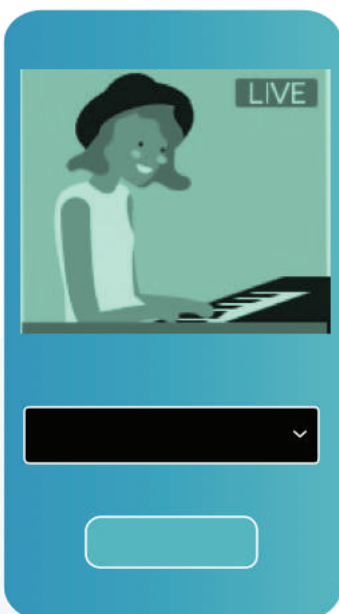


Influencer Commerce

Influencers are increasingly important in retail, with features like creator check-out and storefronts allowing customers to purchase products directly from their pages. Haagen-Dazs partnered with TAKUMI to work with influencers on Instagram and TikTok, promoting their products and driving sales on Amazon Prime Now. This shows how brands are utilizing social media influencers to reach a wider audience and boost sales. As influencer marketing continues to grow, we can expect to see more brands incorporating these features into their retail strategies.

AR Commerce

Augmented Reality interfaces with features like AR filters are transforming the retail industry, allowing customers to explore and try-on items virtually. Puma partnered with Snapchat to launch AR lenses that enabled users to virtually try on branded sneakers and tracksuits, with the option to purchase directly from the app



Gaming Commerce

There are online gaming platforms that allow brands to create virtual worlds, where consumers can interact and buy products. These platforms feature 3D showrooms and virtual storefronts, providing a unique and immersive shopping experience. One such platform is Roblox, where Forever21 launched Shop City. Users can set up their virtual stores and sell Forever21's fashion products to other users. Other platforms that offer similar features include Second Life, IMVU, and High Fidelity.

Potential Benefits of Social Commerce



Building Brand Recognition and Trust through Social Commerce

By leveraging social media platforms, brands can engage with their target audience and build a loyal following, leading to increased brand recognition and customer trust. This enhanced brand image can drive customer loyalty, leading to increased sales and revenue over the long term.



Enhancing the Purchase Journey

Social commerce integration allows brands to enhance the shopping experience for specific audiences by combining social platforms with web commerce and physical stores, or enabling in-app transactions. This approach can increase customer engagement, drive higher sales, and improve customer satisfaction.



Encouraging Impulse Purchases through Social Commerce

Social commerce can be an effective means of having new shoppers and increasing purchase frequency by creating opportunities for customers to spontaneously discover a brand's new and existing products. By leveraging the power of social media platforms, brands can drive impulse buys and boost their sales revenue.

Recommerce: A Booming Market for Online Sellers

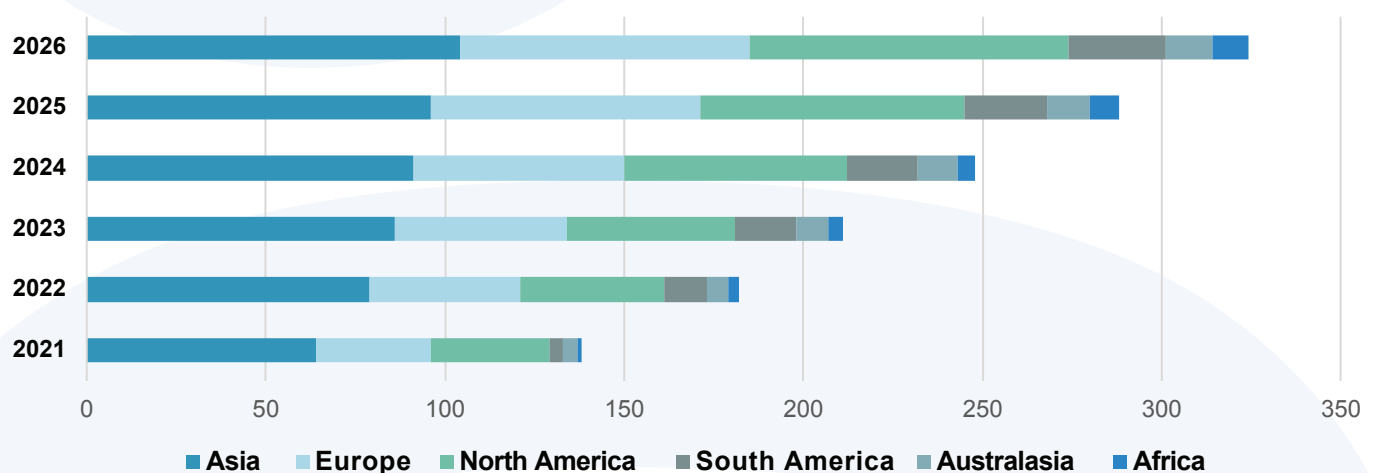
Recommerce, also known as "resale commerce," is a fast-growing e-commerce practice that involves buying and reselling pre-owned items, usually at discounted rates. While reselling pre-sold products is not a new concept, recommerce has recently gained significant momentum thanks to the tools and reach offered by online shopping and e-commerce infrastructure.

Today, recommerce has expanded beyond brick-and-mortar and retail stores to online marketplaces, making it more successful than ever.

According to GlobalData, the global resale market grew by 30.1% to reach \$182.4 billion in 2022. This growth is expected to continue, with a forecast of 85.5% growth between 2022 and 2026, taking global resale spend to \$324 billion. The increasing number of platforms offering second-hand goods, and technologies that make resale easier for brands to implement on their own websites, are driving this growth.

Recommerce offers two major advantages: it provides customers with environmentally-friendly and affordable options. The younger generation, particularly Gen Z, is leading the trend of purchasing second-hand clothing. Retailers can take advantage of this trend by partnering with recommerce platforms or integrating resale features into their own websites. By doing so, they can increase their reach and customer loyalty, while offering sustainable and cost-effective shopping options. If you are an online retailer looking to tap into the growing recommerce trend, there are several strategies you can adopt. First, consider partnering with recommerce platforms or integrating resale features into your own e-commerce platform. This can help you reach a wider audience and increase customer loyalty by providing more sustainable and affordable shopping options. Additionally, you can leverage social media and influencer marketing to promote your recommerce offerings and build brand awareness.

Global Re-Commerce Market Size (billion usd)



Source: Emarketer, Marketplace Pulse

A Deep Dive into the Growing Trend of Second-Hand Sales

Recommerce businesses come in different shapes and sizes, depending on the needs of their target customers. Here are some examples of how these businesses operate:

Peer-to-peer (P2P) marketplaces: These platforms allow consumers to connect with sellers who want to sell their used items directly. Craigslist and Facebook Marketplace are popular examples.

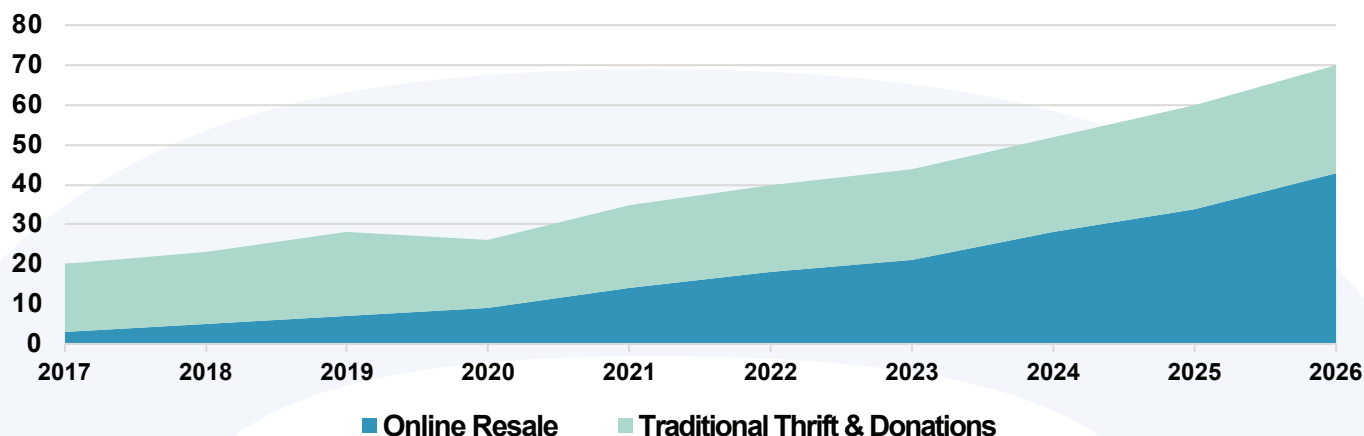
Managed recommerce solutions: These platforms typically have more stringent verification processes that brands and sellers must go through. The RealReal and Rent The Runway are examples of managed recommerce solutions.

In-house recommerce programs: Some brands run their own recommerce programs, such as Patagonia and Levi's. This approach enables them to keep selling pre-owned items within their own ecosystem, generating additional revenue.

Second-hand shopping is a rapidly growing trend, with North America one of leading growth. The US second-hand market is expected to more than double by 2026, reaching \$82 billion. In 2022, US market was worth close to \$40 billion, with pure e-commerce sales accounting for \$17 billion of that total.

The online resale market for secondhand goods is primarily focused on high-end and luxury items, as well as fashion, apparel, electronics, and books. In addition to eBay, Craigslist, and Facebook Marketplace, there are several other key eCommerce players in this space, including ThredUP, which saw a 15% increase in revenue in 2022, reaching \$288.4 million. ThredUP offers products from over 35,000 brands and had 42 Resale-as-a-Service (RaaS) brand clients by the end of 2022. In 2023, they plan to expand the program with J. Crew, Kate Spade New York, and Francesca's. As well as Rent the Runway, which boasts 11 million members. Other popular platforms include The RealReal, Rebag, Poshmark, and Depop.

US Market Re-Commerce (Online & Traditional (billion usd)



Source: Emarketer, Feb2023

Brands Embrace Re-Commerce for Sustainability and Revenue

Re-commerce is quickly gaining popularity among brands as a way to promote sustainability and generate additional revenue. By offering value-added services such as repair, renewal, and washing, brands are able to increase their dominance over the product and meet customers' expectations for a more sustainable, circular economy. In fact, re-commerce is becoming a key part of many brands' sustainability programs, enabling them to position their brand values around their customers in a 360-degree approach. For example, Shein plans to open a recommerce store in the US market to manage cross-border return issues. Customers have more options than ever before for re-commerce, with brands increasingly offering their own resale programs through providers like Trove, Thrift+, and ThredUP, who offer "Resale as a Service" (RaaS) solutions.

Levi's "SecondHand" (Trove)

Farfetch "Donate" (Thrift+)

New Look (Re-Fashion)

Madewell "Forever" (ThredUP)

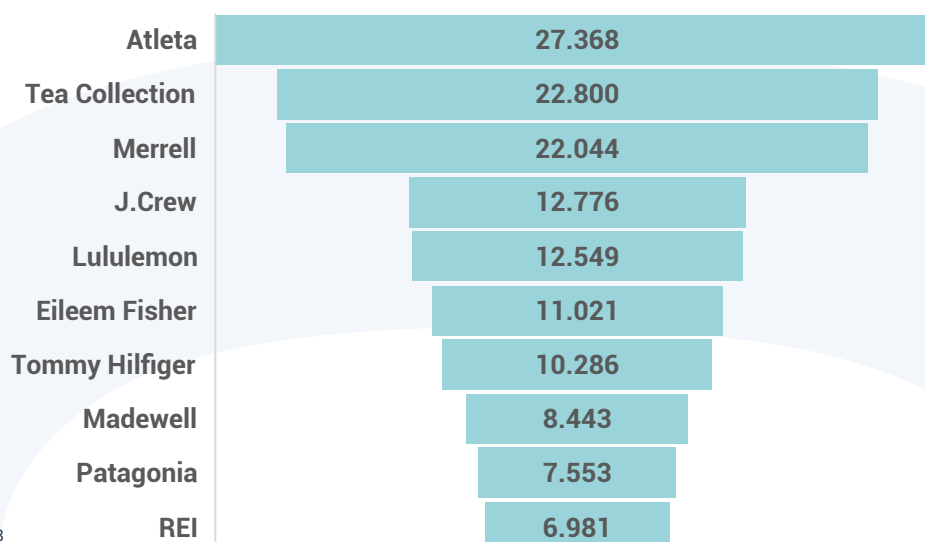
Balenciaga (Reflaunt)

Alexander McQueen (Vestiaire Collective)

The North Face "Renewed" (Archive)

In conclusion, recommerce is the future of e-commerce. As more consumers become interested in sustainable and cost-effective shopping, online retailers that embrace recommerce will have a competitive advantage. By partnering with recommerce platforms, implementing resale features, and leveraging innovative marketing strategies, retailers can tap into this growing market and contribute to a more sustainable future.

US Market Top Brands by Number of Listings



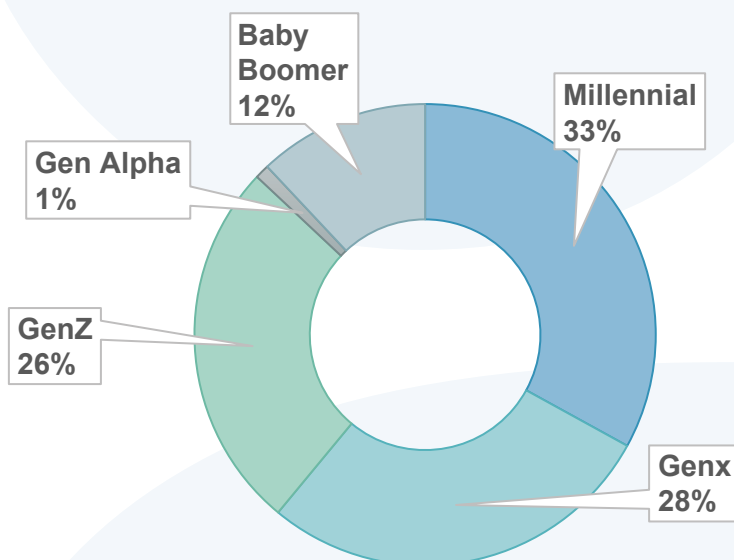
Source: Emarketer, Feb2023

Recommerce and Sustainability: The Circular Solution

The ecological commerce business model is specifically aimed at reducing the environmental footprint of the product a company makes or sells, which is crucial for sustainability. Recommerce business model drives sustainability programs by reselling or reusing products, or repairing them before reselling, thereby increasing the product life and helping to reduce the amount of waste associated with the products. According to a report by McKinsey & Company and Global Fashion Agenda, "every percentage point increase in the circular economy market by renting, reselling, repairing, refurbishing – could save 13 million tons of CO2 by 2030." According to a recent CapGemini study, 66% of consumers from nine different countries choose products or services because of their "environmental friendliness."

Recommerce is an essential part of the circular economy, as it helps reduce waste and prolong the life cycle of products. By reselling or repairing products, recommerce businesses can prevent them from ending up in landfills, which reduces their environmental impact. This approach is becoming increasingly important for consumers, who are placing greater emphasis on sustainability when making purchasing decisions. It's a key factor in meeting the growing demand for sustainable products among customers.

US Recommerce Market Growth by Generations



Source: Emarketer, Feb2023

ThredUP's 2023 Resale report revealed that the US secondhand apparel market grew significantly, with consumers purchasing **1.4 billion** pre-owned apparel items. The report also found that Gen Z and Millennials are more likely than other age groups to believe that their closets contribute to climate change, and are more committed to reducing their individual environmental footprint. In fact, **63%** of Gen Z and Millennials surveyed believe they can make a difference, compared to 55% of consumers overall. Moreover, Gen Z and Millennials are driving the growth of online resale, with **61%** of them considering themselves eco-conscious or sustainability-focused. Even Gen X is joining in, with 58% of those who bought secondhand apparel in the last 12 months making at least one purchase. **47%** of Gen Z refuse to buy from non-sustainable retailer

Ekol360 By your side

As ecommerce continues to grow and evolve, businesses are turning to new technologies to stay competitive and streamline their operations. One of the most important of these technologies is Software as a Service (SaaS). SaaS products are becoming increasingly important for ecommerce businesses in 2022 because they offer a range of benefits that help businesses improve their operations, increase their scalability, and stay competitive in a rapidly changing digital landscape. From cost-effectiveness to scalability, accessibility, customization, and integration, SaaS products offer ecommerce businesses a powerful tool for improving their operations and creating a unique customer experience. Supply chain management (SCM) software-as-a-service (SaaS) solutions are cloud-based software applications that help businesses manage their supply chain processes (SCMSaaS). **Welcome to Ekol360** meet with our latest SaaS based digital products. EKOL 360 is utilizing the experiences from EKOL Logistics to create innovative digital products for Retail and E-Commerce. EKOL360 provider of SaaS solutions for businesses of all sizes which designed to help businesses automate and streamline their supply chain operations, from sales channel integrations to logistics and delivery. Whether you're a small startup or a large enterprise, Ekol360 can help you take your E-commerce & Retail business to the next level.



Ekol360 cloud-based fulfillment solutions that leverage a powerful warehouse management system (WMS) to help businesses manage their inventory and orders in real-time. With easy integration to your existing systems and current sales channels through **360 Integration**, our solutions provide seamless experiences for your team and customers, while enabling multi-channel orders fulfillment for same-day and next-day delivery. You can easily manage all your warehouse operations through an intuitive and consolidated interface that is available on a single screen.

Ekol360 By your side

ekol360
INTEGRATION



Our integration platforms, 360 Integration, allow businesses to connect with multiple online marketplaces and platforms, as well as ERP systems. This enables businesses to manage their orders and inventory across multiple channels, streamlining their operations and empowering control. Platform is seamlessly integrated with both domestic and international marketplaces, as well as with various service provider platforms.

ekol360
OMNIWAVE



Ekol360's omni-channel platform allows businesses to manage their inventory in a single platform, enabling them to manage their demand, replenish their global inventory, fulfill their online orders, and plan their last-mile delivery. Our platform is designed to provide businesses with a 360-degree view of their supply chain operations, enabling them to make data-driven decisions and optimize their processes.

Ekol360 By your side



Ekol360 cross-border tool is designed to help businesses manage global orders, enabling them to ship products to customers around the world with ease. Our platform is integrated with multiple international carriers, enabling businesses to select the most cost-effective and reliable shipping options.



Ekol360 delivery platform allows businesses to plan their last-mile delivery, optimizing routes and reducing delivery times. Our platform is designed to provide businesses with real-time visibility into their delivery operations, enabling them to track their shipments and manage their fleet more efficiently.

Reach Key E-commerce Regions w/ Ekol360



- **TR-ISTANBUL (HQ)**
- **BERLIN (GERMANY)**
- **POZNAN (PL)**
- **NYC (US) (2024)**
- **FL (US) (2024)**
- **MENA (2024)**

Fulfillment 360

Fulfill by Ekol

Integration/Order Management System!

Direct integration with global integration solutions, plus integrated OMS

Delivery Platform

Smart way to manage your Last mile operations

Cross Border / Ship2MP

Become a Global Seller with Ekol 360

Mega Merchant

Your expansion partner in Retail

"Return" Management

RaaS with Ekol

FAQ

With its comprehensive suite of end-to-end digital solutions, EKOL 360 is uniquely positioned to help businesses penetrate their target markets and stay competitive in the rapidly-evolving e-commerce landscape. **Ekol 360's ecosystem offers an integrated solution to your logistics and digital needs, providing access to the necessary products and services to streamline your operations.**



Catch the future of E-Commerce and Retail with **EKOL360**'s cutting edge SaaS solutions. Our future ready products are designed to transform your business and optimize your operations, so you can stay ahead of the curve and exceed customer expectations

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