



How is the e-commerce landscape changing?

Thanks for watching our webinar on the e-commerce landscape. In this document, you'll find a summary of the key points raised, as well as the tips shared by our experts on making the most of the new opportunities emerging in e-commerce.

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How has e-commerce changed since pre-COVID?

Not only has online buying activity soared, but lots of businesses have also pivoted to e-commerce or begun reaching end-customers directly rather than through a third party. Many have also found that e-commerce presents great new opportunities to sell – with cross-border in particular an area that's seen growth.

Key statistics on e-commerce growth...

Between April and May 2020, cross-border e-commerce sales **grew by as much as 30%** year-on-year¹

In June 2020, global e-commerce sales were up **28%** on the same month in 2019²

By August 2020, European e-commerce sales were **30% higher** than pre-pandemic levels³

...and how the pandemic has impacted businesses

Nearly 80% of businesses say their organisation has been affected by COVID-related disruption⁴

40% increase in revenue is expected for online marketplaces⁵

30% of our customers see opportunities to expand their business to new markets in the next 12 months⁶

Top tips

Strengthen your supply chain:

Restock quickly and use the tools available to you to manage inventory levels.

Diversify your go-to-market plan:

Leverage the benefits of third parties such as marketplaces, but sell directly through your own channel too so consumers know your brand.

Have a flexible shipping strategy:

Make sure your shipping options meet a range of needs – not just for the fastest or cheapest delivery. Partner with a logistics provider with a broad range of capabilities around speed and cost.



The global and technological trends shaping the world of e-commerce

Business decision making could be increasingly influenced by shoppers, as people continue to make their voices heard on social media. Enhanced recipient experiences – for instance, through faster and simpler returns – are becoming key areas of competition. And green initiatives are increasing, as more businesses adopt eco-friendly logistics practices.

From a technological perspective, online marketplaces are rising in prominence – particularly following the pandemic as more businesses need help shifting to online. A growing number of businesses are also realising they need to digitise and to bring processes online for things like omnichannel fulfilment and customs clearance.

Security is a key focus too, with more e-commerce companies using Blockchain technology to take ownership over customer experience and data.

Key trend statistics

Cross-border marketplaces are set to increase their market share **from 59% now to 65% in 2025⁷**

50% of consumers only buy products from brands that try to be eco-friendly⁸

Online marketplaces account for more than **50%** of global web sales⁹

Top tips

Have a green agenda:

Show customers that this is a priority for your business, and that you can be their 'green partner'. Try to make fewer deliveries – you can then pass these savings down to the consumer, making you more competitive.

Leverage online tools: Get goods across borders with minimum fuss using online tools – we have a suite of customs tools that can help you complete and submit essential shipping documents.



Which new markets could e-commerce businesses look to expand in?



Despite the changes that have occurred in 2020, there are still opportunities for your business to discover growth in new markets. You may however want to consider this growth as an evolution – starting domestic, then looking to other European markets, then to international markets further afield.

Markets such as the U.S. and Asia-Pacific have seen particularly high e-commerce growth potential in recent years, but emerging markets such as Latin America and South Korea are also worth considering. In Japan, Singapore and Australia, imports are more common than exports, so you could see what demand is like for your products there.

Key market statistics

63% of all digital retail sales come from Asia-Pacific¹⁰

Approx. **25%** of our SME customers currently ship to the Middle East and Latin-America, while **20%** ship to Africa¹¹

Top tips

Understand what's involved in expanding: Do your research around customs regulations, product demand and the different processes required for expanding to different markets. Train your team where necessary and see what customer behaviour is like in those markets.

Get your logistics sorted: Expand your knowledge yourself, or call on a logistics provider that can support you as you grow. Choose a partner that'll help you offer your customers flexible delivery options, convenience, and that meets their needs for speed and cost-efficiency.



Uncover new opportunities



For more insights and information on how to bring your business closer to new opportunities in a changing world, please visit fedex.com.

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Sources

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- ⁹ [What are the top online marketplaces?](#), Digital Commerce 360
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