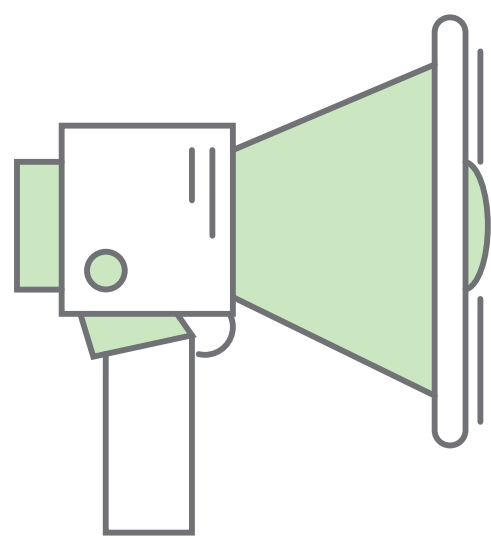


OUTSTANDING E-COMMERCE TRENDS IN THE WORLD

The COVID-19 pandemic is a "nightmare" for many economic sectors around the world, but it seems to be the "fortune" of e-commerce websites, when e-commerce is the only way to get what consumers need in times of social distancing.

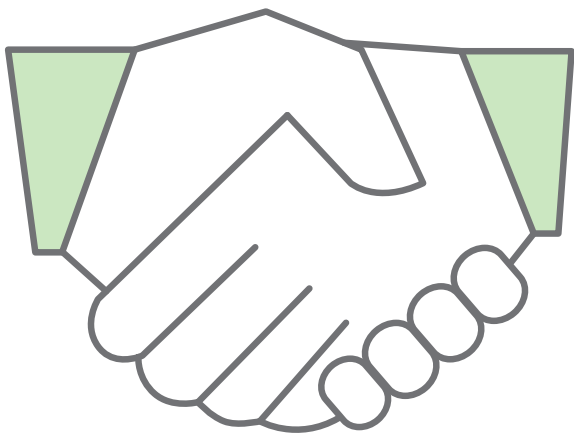
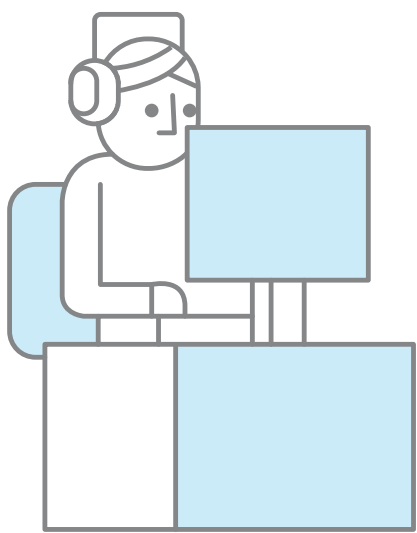


Digital advertising race

As consumers focus on online shopping, businesses also promote this business model. That has made the "arena" of advertising more competitive than ever

Strengthen customer relationships

The trend of e-commerce sites in the coming time is to build closer relationships with consumers and understand what drives their shopping behaviors.



Leverage strengths through consolidation

Mergers and acquisitions, especially between companies with complementary strengths, allow e-commerce sites to increase market share, while leveraging infrastructure, financial and human resources

Diversify shopping channels

E-commerce sites need to make the transition between buying and selling channels as easy as possible for consumers to continue to thrive.

