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Nielsen has launched this study that analyzed the current state of FMCG e-commerce in 34 markets and identified the 10 key drivers that most correlate to online success in such field. The study also presents the results of the analysis of drivers as well as the forecasts for eight of these markets.

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E-COMMERCE SHIFTS INTO HIGHER GEAR E-commerce is big business and getting bigger every day. Growth estimates from eMarketer report that business-to-consumer (B2C) e-commerce sales worldwide will reach \$1.5 trillion in 2014, increasing nearly 20% over 2013. But not all e-commerce categories are created equal. The most popular e-commerce ...

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Improve your customers' online shopping experience with 837 recommendations (in 13 volumes) illustrated with more than 1500 screenshots. Buy individual reports, or save 58% when you purchase all 13 volumes together.. Vol. 01: Ecommerce User Behavior and Executive Summary for the Series

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This contrasts with Canada's relatively advanced internet market, which continues to see strong growth rates. The No. 8 ecommerce market worldwide will grow 21.1% to \$49.80 billion in 2019. Despite Canada's overall digital maturity, ecommerce has traditionally lagged in the market because of logistical inefficiencies.

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better data-driven decisions.

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World's Largest E-commerce Panel Combines with Nielsen's Powerful Data ... and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide.

~~Ecommerce Usability Research Reports by Nielsen Norman Group~~

E-Commerce is an emerging and evolving opportunity for consumer product goods, but there are a lot of myths when it comes to innovating in this space. Nielsen BASES aims to debunk these myths and provide best practices for innovating in this space.

~~E-COMMERCE~~

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Cumulative data anticipates a 276.9% increase in worldwide ecommerce sales over the most-recently tracked period. ... Thankfully, Nielsen's Global Connected Commerce report provides a detailed breakdown of the most-lucrative online industries by region.

~~Global Ecommerce 2019 — eMarketer~~

The impact of COVID-19 on the U.S. pet retail industry has been substantial, with sales numbers fluctuating at historic proportions. Year-over-year in-store and e-commerce sales up by double-digits, but sales trends have fluctuated following pantry stockpiling in March.

~~Activating The E Commerce Opportunity — Nielsen~~

Average no of items purchased on e-commerce platforms up 23% during COVID-19 lockdown: Nielsen India In the home cooking basket, ketchups, jams, cheese, milk powders, etc are

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gaining prominence ...

~~Future Opportunities in FMCG E-Commerce, 2018 | Nielsen~~
Figures published by market researcher Nielsen South Africa show that 65% of ... have been unable to join the e-commerce ... compared to the worldwide 40% year-on-year ...

~~Global Ecommerce Statistics and Trends to Launch Your ...~~
CONTACT: ResearchAndMarkets.com Laura Wood, Senior Press Manager press@researchandmarkets.com For E.S.T Office Hours Call 1-917-300-0470 For U.S./CAN Toll Free Call 1-800-526-8630 For GMT Office ...

~~Global Connected Commerce - Nielsen~~
eCommerce around the globe has been steadily increasing over the past few years, and is not going to stop anytime soon. In 2017, eCommerce sales were responsible for \$2.3 trillion

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worldwide, and it is expected to be nearly doubled by 2021. The projected global sales for 2020 comes out to a predicted \$3.9 trillion. (17).

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This mobile commerce sales forecast is based on the trends in improvement in connectivity, device features, website responsiveness, and people's comfort with shopping online. (Statista) 23. Worldwide, the share of mcommerce in all ecommerce is expected to rise to 72.9% by 2021.

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