



2021 Trends in Ecommerce (UK)

Your roadmap to
Ecommerce success



As we look to close out 2020, it's a good time to reflect on what has been and what will be. The world has seen online retail take a seismic leap forward this year. Retailers have had to react to a changing landscape month by month, week by week and even day by day, and the changes we've seen in 2020 will undoubtedly lead to greater success for retailers in ecommerce for 2021. At Comestri, we look to help brands sell more everyday and here is how we see 2021 shaping up

Frank Nesci, Co-Founder - Comestri



01

Ecommerce isn't just for Millennials



When online ecommerce transactions skyrocketed at the beginning of 2020 (currently on trend to reach \$4.2 trillion globally) companies like [Paypal reaped the benefits](#) seeing their biggest month in history in April 2020. Sign-ups to their payment platform tripled and were predominantly made up of people in the 50 or older age group. Additional data also highlighted that credit card usage was highest in those in their 60s (increasing from [15.4% in January to 21.9% in March 2020](#)).

Convenience has always been one of the key drivers of ecommerce participation and many of this new demographic will be likely to keep ordering some of their goods online into the future. Retailers will need to look to adjust specific marketing strategies for this older demographic such as loyalty programmes, subscription models and tailored messaging to find ways to retain continued loyalty.



02 Social Commerce

Let's face it, online shopping is here to stay. According to a survey conducted of 3000 UK residents, [41% of respondents](#) said that they were currently shopping online for things they would normally shop for in-store. With that comes creative ways of reaching new customers and simplifying the process for their existing network. Enter social commerce. In 2020 alone, this marketing strategy has rapidly increased in popularity with [partnerships between Shopify and Tiktok](#) entering the fold, [Snapchat expanding their Native Stores for Brands](#) offering and [Facebook launching Shops](#) for Facebook and Instagram. Research conducted by [pepper.com](#) analysing their platforms and consumer engagement have indicated that retailers selling consumer electronics and fashion products will benefit the most from social commerce.

In 2021 and beyond, social commerce can be expected to become an even more integral part of the ecommerce experience for brands and shoppers alike.



03

Personalisation is Key

1/3

**of customers
are lost
due to a lack of
personalisation**

Customers are constantly expecting more and more from their online purchasing experience and personalisation is at the core of most of their demands. As a matter of fact, [33% of customers have abandoned relationships](#) with businesses because a personalisation factor was lacking. Think about that in real terms. By not personalising for your customers, you could potentially be losing 1/3 of all retail sales.

Ecommerce personalisation comes in many different forms and gone are the days when acknowledging a customer by name is enough. The primary source of data for personalisation can come by analysing personal information of your online customers including demographics, browsing behaviour and purchase history. This data can then be matched with a detailed [product information catalogue](#) maintained by a retailer to create targeted cart recommendations for additional products that your customer may be interested in purchasing also.

Additionally, as cross-border ecommerce has remained unscathed by the Coronavirus Pandemic across most regions (in some cases, [growing even higher past March 2020](#)), personalisation will need to come in many different forms. [92% of consumers have a preference](#) for shopping in their local currency with 33% likely to abandon a purchase if USD is the only option.



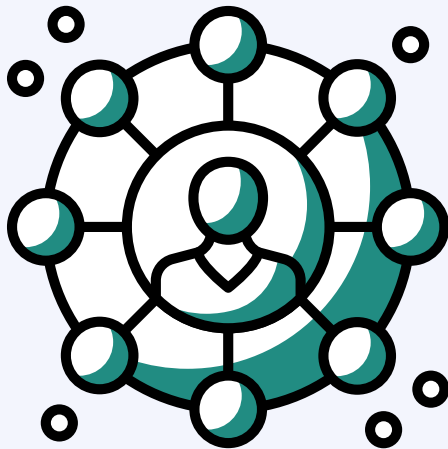
The dreaded B word. Since the Brexit agreement was ratified on the [30th January 2020](#), an aura of uncertainty has loomed large over the concept of foreign trade between the EU and UK. No one can answer definitively what this will look like in terms of potential tariffs/taxes on incoming goods for British citizens and cross border trade for retailers. As trade deals are still to be negotiated and deadlines for the extension of the transition period have now past, retailers and merchants are left unsure of what the future holds, but there are still steps that can be taken to ensure retailers and merchants are as ready as possible.

In mid-October, [Boris Johnson informed the country](#) that they should plan for a no-deal Brexit. From 1 January 2021, UK merchants and retailers should be prepared for an influx of UK citizens looking towards local providers of goods to reduce their cost of living impacted by increased or newly introduced tariffs on trade of goods with EU countries. UK based retailers and merchants should look towards improving their chances of moving goods through smart and targeted domestic marketing strategies, incorporating tactics like [inventory controlled ad spend](#) to ensure that they are getting the right products in front of the right consumers in a cost-efficient manner.



05

Omnichannel Experiences



Omnichannel retailing is the way that retailers provide shoppers with a consistent experience across all channels and devices of their purchasing journey. The Harvard Business Review conducted a survey in which [73% of respondents](#) confirming that they use multiple channels during their shopping journey. It's becoming clearer that [with more channels appearing](#), the number of omnichannel customers will continue to grow too.

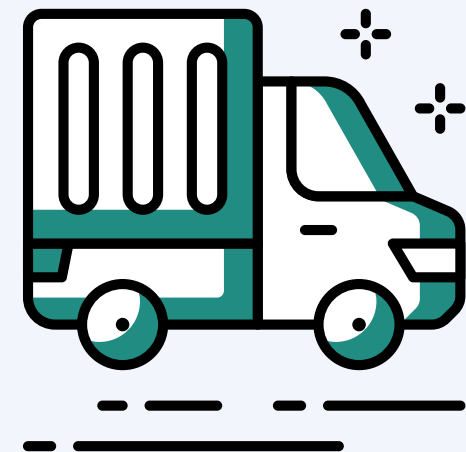
Integrating your ecommerce website with your marketing, CRM, channels and POS systems will help to ensure that your customers feel supported along their purchasing journey no matter where they touch your brand.



Retailer Agility

As 2020 has demonstrated, retailers need to learn how to quickly adapt and shift in a fluctuating and rapidly changing environment. Business Continuity should be at the forefront of all retailers' minds now and moving into 2021. Shutdowns of distribution or fulfilment centres (DC) could have dramatic effects on your ecommerce supply chain. This can have a trickle down effect on your customer's satisfaction leading to demands for refunds or loss of loyalty from existing customers.

Complimenting a Ship from DC policy with options like [ship from store](#) has a wealth of benefits beyond mitigation of risk including; decreasing backlogs of online order fulfilment during promotional periods, increasing conversions and sales by increasing product range and reducing stockouts (estimated to cost nearly [\\$1 trillion in sales globally](#)) and stock turnover in stores before inventory becomes distressed or out of season.



07

Technology (AI & AR)

3.5

**billion users of
AR by 2022**

With more merchants and retailers moving online than ever, automation and intelligent technology will be vital to ensuring competitiveness, innovation, and value for your business. For example, AI has become a necessity for retailers who want to compete in the personalisation field and the algorithms that Google are using today have reached a new level of complexity from where they started. Mobile-optimisation and voice search capabilities are at the forefront and will need to be tended to in order to ensure your products are being showcased to consumers.

Additionally, Augmented Reality (AR) will be the way of the future. By 2022, it is predicted that there will be over [3.5 billion mobile AR](#) users globally. AR will act as an online fitting room to allow customers to engage with a product and “try it on” before they make their purchase. Innovations like this will be the way retailers will be able to compete and stand out amongst the growing eCommerce retail-scape.





Comestri empowers brands to sell more everyday.

The platform gives merchants the ability to manage and enrich multiple sources of product information for use across independent sales channels such as ecommerce platforms (Salesforce Commerce Cloud, BigCommerce, Magento, Shopify), marketplaces (Amazon, eBay, The Iconic, Catch) and other online channels such as social media (Google, Facebook), email marketing platforms, order management systems and dropshippers.

Let's Connect.

comestri.com

All the tools you need in one place:

Product Manager (PIM)

Automation Engine

Channel Manager

Order Manager