

Strategies for Expanding into Emerging Markets with E-Commerce

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EMERGING MARKETS AS NEW E-COMMERCE FRONTIERS

E-commerce growth in emerging markets expected to outpace developed markets

Digitisation has facilitated structural shifts to break barriers and drive local market innovation

Technology leapfrogging playing a key role in expediting e-commerce in emerging markets

Millennials and Gen Z to create a domino effect for e-commerce adoption

Harnessing the potential of women in emerging markets through e-commerce

Increasing disposable incomes to support growth of wider e-commerce industries

Leading emerging markets for e-commerce

Leading forecast emerging markets for e-commerce

New frontiers of e-commerce growth poised for expansion in infrastructure and technology

KEY DEVELOPMENTS DRIVING E-COMMERCE IN EMERGING MARKETS

Key developments driving e-commerce in emerging markets

Digital payment adoption

Social commerce

Community group buying

Alternate forms of financing

STRATEGIES FOR WINNING AND HOW LEADING PLAYERS ARE UNLOCKING GROWTH

Developing locally relevant strategic playbook is key

Choosing when and where: the risk and reward of early and late movers

The three Ts for successful e-commerce operations in emerging markets

Most e-commerce players emerge as start-ups leading to acquisitions by global players

Company spotlight: Amazon

Company spotlight: Alibaba

Company spotlight: Mercado Libre Inc

Company spotlight: jumia

Company spotlight: Uber Technologies Inc

KEY CHALLENGES TO NAVIGATE EMERGING MARKETS

FDI regulations challenge investing and expanding into e-commerce in emerging markets

Last mile delivery challenges call for greater investment and asset management

Weak bilateral pacts, freight services and import restrictions limit cross-border e-commerce

Addressing digital divide remains key to sustainable e-commerce growth

KEY TAKEAWAYS

What will it take to win

Key findings

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