



eCommerce Trends To Watch In 2021: The Future of eCommerce | I Can Infotech

In order to grow your eCommerce brand, drive more traffic, and convert that traffic into buying customers, it's important to know the latest trends shaping the industry.

COVID had a major impact on eCommerce in 2020. As we move into 2021 and beyond, many verticals could continue to experience acceleration in some capacity due to the pandemic.

You need to be aware of these 10 eCommerce trends in 2021:



1. Customers will shop in marketplaces rather than eCommerce stores

Before 2020, many businesses did not even have a website. Consumer behavior, however, continues to favor convenience. The backend infrastructure of many newer eCommerce businesses is not capable of handling increased traffic or the shipping demands placed on them.

Amazon and Walmart, on the other hand, have the experience and infrastructure needed to satisfy today's customers. Etsy, for example, continues to grow in popularity among new digital entrepreneurs.

2. Online buying will not be limited to B2C products

Businesses accelerated their digital transformation efforts amid global changes in 2020, which was characterized by disruption. [eCommerce](#) became the only option for consumers who had

no other choice.

Suddenly, food, fashion, and gadgets were not the only things you could order online and have delivered to your door. The list now includes groceries, furniture, and even vehicle parts.

3. Self-service platforms will continue to rise in popularity

It used to be difficult and time-consuming to get started online. However, 2020 has changed the narrative and shown us how fast small businesses and solopreneurs can digitally pivot.

4. Shoppable video ads on social media

Brands will begin advertising in new ways on channels such as Instagram and TikTok in 2021, as social media consumption won't slow down. It is just the next step in the evolution of social media selling to be able to place ads in stories on apps like Instagram and Snapchat.

Facebook launched Instagram Shops this year and Shopify partnered with TikTok. We'll see what brands can do with these changes in 2021.

5. Omnichannel selling will be the norm

Businesses are aware that customers want to view content in a variety of ways. Tablets, mobile phones, and desktop computers are just the beginning. Like we've mentioned in other trends, brands are discovering new ways to sell their products through social media.

The Amazon Pinpoint and Amazon Personalize products from Amazon Web Services (AWS) enable brands to enhance the customer experience and communicate with customers across multiple channels.

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