



# Mastering E-Commerce: Leveraging Category Nuances to Unlock Growth

July 2024

Table of Contents

## EXECUTIVE SUMMARY

Why read this report?

## INTRODUCTION

Key findings

E-commerce opportunities

Retailers and brands must sharpen their e-commerce strategies to drive growth

Uncovering e-commerce opportunities across categories will require different playbooks

## BEAUTY AND PERSONAL CARE: PERSONALISATION BOOSTS E-COMMERCE

Beauty e-commerce continues to be boosted by personalisation efforts

Mexico-based Perfumerica grows market share through online sales and personalisation

Beauty and personal care should continue to leverage personalisation to grow e-commerce

## CONSUMER HEALTH: REGULATION COMPLICATES ONLINE UPTAKE

Consumer health products sold online differ starkly by country, due to regulations

Amazon remains the clear leader in consumer health e-commerce

Naver finds success with popular brand stores, frictionless payment and livestreaming

Raia Drogasil dramatically expands by offering consumers a comprehensive health platform

Regulations will guide e-commerce penetration, but opportunities exist to push growth

## FOOD: HIGH INFLATION BOOSTS ONLINE VALUE GROWTH

Inflation pushes value sales even higher following pandemic-related surge

Staple foods and dairy record the highest sales, with inflation key

US-based Little Spoon builds on DTC success by adding food for 4-7 year-olds

Snacks, and cooking ingredients and meals also grow as prices rise

HelloFresh deal with Cigna increases incentive to turn online

Reputation as a place to save money will continue to boost online channel

## SOFT DRINKS: HIGHER PRICING AND FUNCTIONAL FORMATS FUEL E-COMMERCE GROWTH

Surging global soft drinks e-commerce value sales in 2023, driven by higher US prices

Price rises, package mix and premium category preferences drive value performance

Multipack options online are shrinking in size, further driving RSP per litre

Advanced hydration and powder mix format grow across global drinks e-commerce

Drinks via e-commerce is hard to scale, but format, function and loyalty are key

## CONCLUSION

Recommendations for growth

Evolution of e-commerce

Questions we are asking

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/mastering-e-commerce-leveraging-category-nuances-to-unlock-growth/report](http://www.euromonitor.com/mastering-e-commerce-leveraging-category-nuances-to-unlock-growth/report).