Report Summary | E-Commerce

Prepared for:
MHI & WERC Team
Prepared by:
Tana & Courtney
Delivered on: 2/19/21

Briefing: This report takes a look at what's new in the e-commerce space, balancing between B2C and B2B innovations.
Takeaway: When it comes to what's new around e-commerce from Trend Hunter's perspective, we see the following key themes emerge:
1) Technology to help improve automation and push streamlined processes
2) Live, interactive consumer experiences to boost engagement
3) Supportive tactics for both consumers and businesses themselves

Top Microtrends

B2B Electric Delivery Services
The 'BrightDrop' Service Provides Streamlined Delivery Packages

5G Low Carbon Factories
Ericsson's 5G Smart Factory Uses Mobile Networks for Manufacturing

Hyper-Local Product Factories
This Travel Factory is Being Trialled by Unilever in The Netherlands

Temperature-Controlled Delivery Boxes
The Walmart HomeValet Service is Being Updated

Carbon-Reducing E-Commerce Solutions
EcoCart Reduces Carbon Footprints For All Deliveries

Copyright © All Rights Reserved