



# Retailer Corporate Strategies in Marketplaces

May 2023

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## INTRODUCTION

Scope

Key findings

Companies profiled in this briefing

As Covid accelerated growth normalises, marketplaces well-positioned for the long term

Marketplaces retain category leadership in retail e-commerce

Logistics and unique selling propositions are two important differentiators for marketplaces

Logistics: Creating a balance between operational efficiency and meeting consumer needs

Logistics: Investments in logistics see innovations and evolution of fulfilment models

USP: Marketplaces leverage their strengths to differentiate themselves from competitors

USP: Loyalty schemes, partnerships and online presence present growth opportunities

## STRATEGIES OF LEADING MARKETPLACES

Allegro.pl Sp zoo: Key company facts

Allegro's marketplace strategy

Allegro's marketplace strategy in context: Logistics

Allegro's marketplace strategy in context: Unique selling proposition

Amazon.com Inc: Key company facts

Amazon Inc's marketplace strategy

Amazon marketplace strategy in context: Logistics

Amazon marketplace strategy in context: Unique selling proposition

Falabella SACI: Key company facts

Falabella marketplace strategy

Falabella marketplace strategy in context: Logistics

Falabella marketplace strategy in context: Unique selling proposition

JD.com Inc: Key company facts

JD.com's marketplace strategy

JD.com's marketplace strategy in context: Logistics

JD.com's marketplace strategy in context: Unique selling proposition

Lazada (Alibaba Group Holding Ltd): Key company facts

Lazada's marketplace strategy

Lazada's marketplace strategy in context: Logistics

Lazada's marketplace strategy in context: Unique selling proposition

## KEY TAKEAWAYS

The outlook for marketplaces

Lessons for marketplace operators

Lessons for marketplace sellers

## RETAILER CORPORATE STRATEGIES IN MARKETPLACES

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