



Euromonitor
International

Retailer Corporate Strategies in Marketplaces

May 2023

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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

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Allegro's marketplace strategy

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Allegro's marketplace strategy in context: Unique selling proposition

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Lazada's marketplace strategy in context: Unique selling proposition

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The outlook for marketplaces

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RETAILER CORPORATE STRATEGIES IN MARKETPLACES

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