



The State of Marketplaces in FMCG E-Commerce

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EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Marketplaces are a pivotal channel for FMCG brands

MARKETPLACES: DRIVING SCALABLE GROWTH FOR FMCG BRANDS

Marketplaces offer vast scale and customer reach

Unparalleled ease of entry, but intense competition from infinite shelf

Higher shopper activity on marketplaces promises greater conversion opportunity

Marketplaces offer FMCG brands a stable gateway to operate in a complex environment

NUANCED PLAYING FIELD FOR FMCG CATEGORIES

Marketplaces are a key enabler to drive online penetration

Not one size fits all – the problem of category-channel fit

NUANCED PLAYING FIELD FOR FMCG CATEGORIES: BEAUTY AND PERSONAL CARE

Broad spectrum of beauty and personal care products create a nuanced dynamic

Marketplaces remain key channel for value-based beauty and personal care shopping

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Marketplaces offer faster path to scale for over-the-counter consumer health products

Consumers seek quality brands in consumer healthcare, despite higher price points

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Curated assortment and vet approved claims key for growth on marketplaces

Pet parents shop more for specialised solutions on marketplaces

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Uniform quality standards and value prices drive sales of hygiene products

While nappies/diapers leads, marketplaces gain traction in disposable pants

NUANCED PLAYING FIELD FOR FMCG CATEGORIES: HOME CARE

Bundle packs, free shipping and eco-friendly products drive home care sales online

Product innovation in home care drives sales online, with Chinese brands leading

NUANCED PLAYING FIELD FOR FMCG CATEGORIES: SNACKS

Strong competition from online grocery retailers given impulse purchases for snacks

Health and wellness trends reshape competitive landscape for snacks on marketplaces

NUANCED PLAYING FIELD FOR FMCG CATEGORIES: DAIRY PRODUCTS AND ALTERNATIVES

Dairy products and alternatives remain a less explored category for marketplaces

Despite limitations opportunities exist, with success stories from China to learn from

UNVEILING THE MARKETPLACE CHAMPIONS

Amazon leads FMCG sales globally, while competition remains fragmented in China

Amazon sets eyes to unlock grocery e-commerce through its Whole Foods footprint

Traditional retailers foray into the online marketplace model

Nestlé holds the throne in FMCG e-commerce on marketplaces

MARKETPLACES AS CHANNEL PARTNERS FOR E-COMMERCE SUCCESS

Boosting sales during shopping seasons through effective online pricing strategies

Bundle engineering and dynamic pricing to increase revenue per customer

Content management and fulfilment optimisation offer formulas for profitable growth
Unsupervised third party growth risks brand identity, requiring closer partnerships

CONCLUSION

Tech innovation and ecosystem partnerships are next areas of development
Maximising ROI for FMCG brands on marketplaces requires a strategic approach
Evolution of marketplaces for FMCG e-commerce
Questions we are asking

THE STATE OF MARKETPLACES IN FMCG E-COMMERCE

Appendix

About Euromonitor International

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