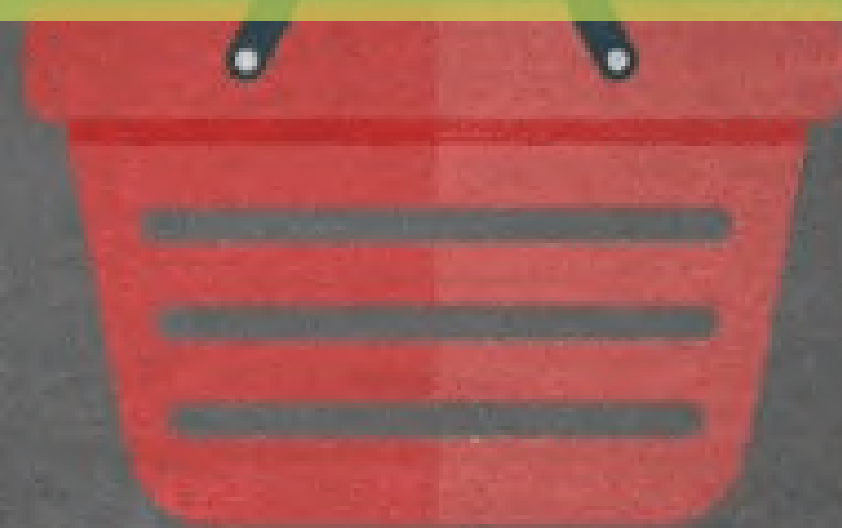


Europe's Ecommerce Woes: 4 Key Challenges to Tackle





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INTRODUCTION

The EU's e-commerce industry has been experiencing a lot of positive growth over the past few years. Increasing e-commerce sales in emerging Eastern European markets including Ukraine and Romania, young Europeans shopping online, and the EU's Digital Single Market strategy have helped achieve this and create remarkable results in the market. However, e-commerce companies in Europe should still be prepared for a number of challenges which face the industry. A key roadblock for European ecommerce companies is the growing market saturation. Therefore, it is more important now than ever before for brands to differentiate themselves with better products backed by research and design at a better value and with a better experience.

In this article, experts at Infiniti Research have examined some of the key challenges facing the European e-commerce industry right now.

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Speed of delivery

Slow and late deliveries are one of the primary problems for e-commerce businesses around the world. Customers who experience such services are less likely to use the same e-commerce brand again, as well as provide negative feedback which can impact upon a company's reputation. Despite the close transport links between many European countries, due to weather conditions, politics and using unreliable delivery firms, slow deliveries can occur. Leveraging package tracking systems can solve this problem. Package tracking also provides full transparency and visibility for your customers.

Technical issues

Technical failures are another risk for Europe's e-commerce market. Instances of cyber-attacks and hackings have been on the rise. For businesses in all sectors this is a serious problem, even more so for e-commerce companies as the majority of their activities are based online. With customer data, payment information and the loss of earnings if an e-commerce site goes down, it poses a serious threat. Therefore, all e-commerce businesses should best protect against such technical attacks by taking an appropriate course of action.





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Political Landscape

The main political event that has affected cross-border e-commerce within Europe has been Brexit. This has had a significant impact upon the ease and costs of trade with other EU nations. More expensive trading costs and new regulations have become a major challenge and additional work for individual e-commerce companies.

Cross-Border Regulations

Another concern is that the existing EU policies are not up to scratch to meet the the expected growth of European e-commerce. The European single market involves millions of potential consumers to trade, but there must be new regulations developed and enforced to make this as smooth as possible. Should the single market expand in the future, this will introduce further issues that will need to be dealt with, both on a business and consumer level.

CONTACT INFO

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation.



PHONE NUMBER - US

+1 844 778 0600

PHONE NUMBER - UK

+44 203 893 3400

