

TRENDS AND TECHNOLOGIES TO DOMINATE THE ECOMMERCE INDUSTRY IN 2021

In The **New Year**, We must focus on the **eCommerce trends** that will dominate the industry in **2021**.

So, Here are some of these trends to focus on in **2021**

1 Omnichannel is the Next Big Thing



Omnichannel retailing is going to be the next big thing in the eCommerce industry. Omnichannel provides the users with the following-

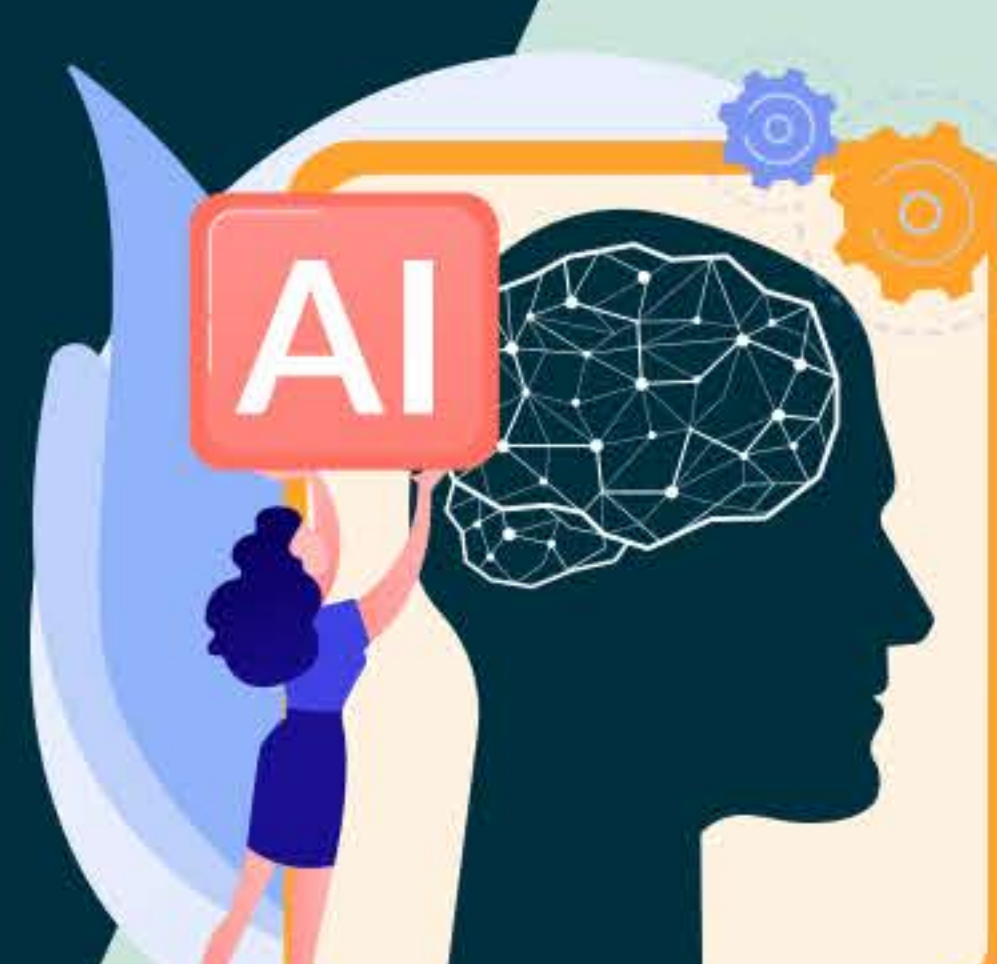
- Seamless and consistent experience
- Contribute to the success of the eCommerce industry
- It helps you analyze the products in demand
- Allows you to build reports for events

2 AI and AR will Transform the eCommerce

The AI and AR technologies are there in the eCommerce industry for a few years, and these technologies are going to stay and enhance with time.

The AI and AR helps with the following-

- It offers a personalized experience
- Allows the customers to try on the products virtually
- Help in increasing the conversion rate of the website



3 Virtual Payment Methods to Ensure Safety



Most of web development companies now integrate multiple payment methods in apps and websites. These payment methods help with the following-

- Customers have a choice with the mode of payment
- Ensures safety with secure payments
- The flexibility of choosing the payment method

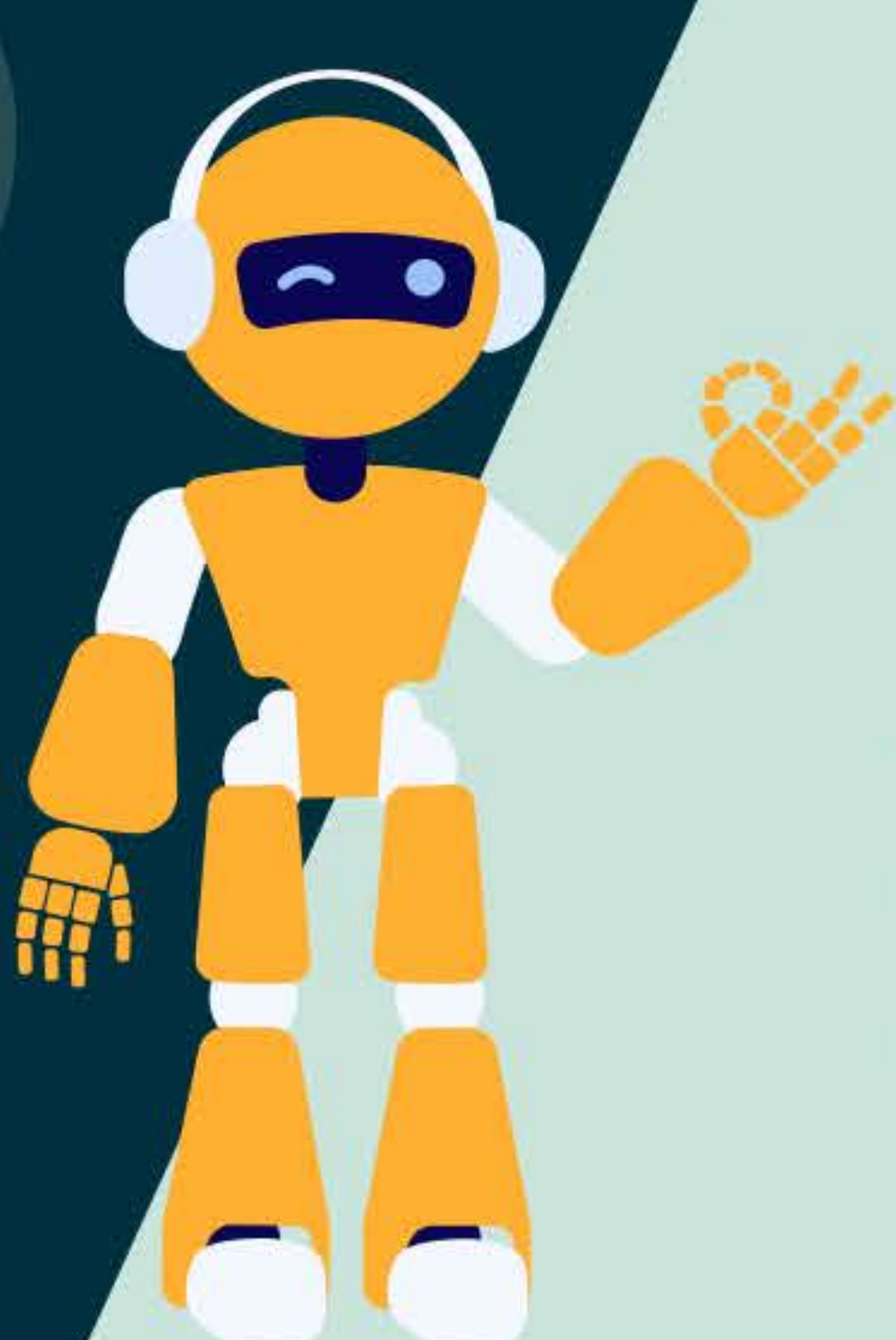
4 The Role of Social Media is Impeccable

With the introduction of the “buy” button on Facebook and Instagram, social media plays a significant role in the eCommerce world.

- Business can get help from Instagram influencers to increase the traffic
- Businesses can link their online stores with social media sites
- Social media allows your brand to be discovered by people scrolling through their feeds.



5 Chat Bots are Worth It.



Chat-bots have been there in the eCommerce industry and have proven to be a fantastic technology till now. Chat-bots are totally worth it. Let's find out why-

- Chatbots benefit both the customers and retailers
- Chatbots work as personal assistants
- Accurate responses to the customer's queries
- It's a smart solution to assist the customers

6 Mobile Apps are the Future of eCommerce

Mobile devices have become the favorite gadget of people these days. Online shopping has reached its highest due to mobile apps. Let's see how mobile apps are the future of eCommerce-

- Mobile apps provide a smooth shopping experience
- Shopping is easier on mobile apps
- Mobile apps generate better results than websites



7 Go for Local Shopping



The coronavirus pandemic caused an increase in the popularity of shopping from local businesses. Customers now search for products within their local area.

- Shopping local boosts the value of your community
- It also helps the local economy as well as support local jobs
- Supporting local will help a lot of people in such challenging times.

8 Personalization is the Key

Personalization is an integral part of the eCommerce industry, and the companies offering personalization will always remain ahead of the others. More than 50% of the users say that a personalized online experience is important.

- Personalization has a strong impact on improving customer relationships
- Customers value the personalized experience
- Personalization strengthens the bond with customers



So, these are the top trends that are going to dominate the eCommerce industry in 2021. Keep an eye on these trends and make the most out of this year.