

E-commerce and Omnichannel Strategies of Global Brands in Emerging Markets

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Introduction

E-commerce has revolutionized the way consumers shop, providing convenience and accessibility like never before. Emerging markets, with their growing middle classes and increasing internet penetration, represent significant opportunities for global and local brands alike. However, the key to success in these regions lies in adopting omnichannel strategies that seamlessly blend online and offline experiences. This article explores how global and Indian brands are leveraging e-commerce and omnichannel strategies to capture market share in emerging markets.

Global Brands Leading the Way

1. Amazon

- Amazon has been at the forefront of e-commerce in emerging markets, particularly in India and Brazil. The company has invested heavily in localizing its operations, offering services like Amazon Prime and Amazon Pantry tailored to local consumer needs.

- Web Reference: <https://www.reuters.com/article/us-amazon-india/amazon-to-invest-1-billion-in-india-bring-small-businesses-online-idUSKBN1ZC0I2>

- YouTube Link: <https://www.youtube.com/watch?v=5o1DRNVB8j8>

2. Alibaba

- Alibaba has expanded its reach beyond China, targeting Southeast Asia through its subsidiary, Lazada. The company's strategy focuses on integrating online and offline retail through innovations like "New Retail."

- Web Reference: <https://www.alizila.com/alibaba-new-retail/>

- YouTube Link: <https://www.youtube.com/watch?v=5LDgW8IcTCE>

3. Walmart

- Walmart has been aggressively expanding its omnichannel presence in emerging markets by acquiring local e-commerce platforms like Flipkart in India. This acquisition allows Walmart to leverage Flipkart's established network and consumer base.

- Web Reference: <https://www.bloomberg.com/news/articles/2021-07-26/inside-walmart-s-global-battle-with-amazon-for-e-commerce-supremacy>

- YouTube Link: <https://www.youtube.com/watch?v=gOEIhAi8PBo>

4. Zara

- Zara, part of the Inditex group, has adopted an omnichannel strategy that allows customers to shop seamlessly between online and offline stores. In emerging markets, Zara offers features like in-store pickups for online orders, blending the digital and physical retail experience.

- Web Reference: <https://www.inditex.com/about-us/our-commitment-to-sustainability/omnichannel>

- YouTube Link: <https://www.youtube.com/watch?v=J7y9Dd56mJk>

5. H&M

- H&M is another global brand that has embraced omnichannel strategies in emerging markets. The company has integrated its e-commerce platform with physical stores, allowing customers to check online availability, reserve products, and opt for home delivery.

- Web Reference: <https://www.retailgazette.co.uk/blog/2020/09/hm-group-launches-new-omnichannel-platform/>

- YouTube Link: <https://www.youtube.com/watch?v=VCs2cTmOP60>

6. Nike

- Nike has implemented a strong omnichannel strategy in emerging markets, with a focus on integrating its online and offline channels. The Nike App allows customers to access exclusive products, reserve items in-store, and earn rewards, enhancing the overall shopping experience.

- Web Reference: <https://news.nike.com/news/nike-launches-new-retail-experiences>

- YouTube Link: <https://www.youtube.com/watch?v=c-NW1QFnS4Q>

7. Unilever

- Unilever has successfully adapted its omnichannel strategies to cater to the needs of consumers in emerging markets. Through its partnership with Alibaba, Unilever has enhanced its digital presence in China, offering a seamless shopping experience across multiple platforms.

- Web Reference: <https://www.forbes.com/sites/josephvanness/2021/02/01/unilever-on-its-omnichannel-future-how-covid-19-drove-digital-transformation/>

- YouTube Link: <https://www.youtube.com/watch?v=FVxM28Y1n5M>

8. Coca-Cola

- Coca-Cola has utilized an omnichannel approach to maintain its market leadership in emerging markets. By leveraging mobile apps, social media, and e-commerce platforms, Coca-Cola ensures that its products are easily accessible to consumers.

- Web Reference: <https://www.coca-colacompany.com/news/how-coca-cola-is-growing-its-digital-business-globally>

- YouTube Link: <https://www.youtube.com/watch?v=FbKIFYjvbnM>

9. PepsiCo

- PepsiCo has embraced omnichannel strategies in emerging markets to enhance customer engagement. Through partnerships with local e-commerce

platforms and the use of data analytics, PepsiCo tailors its marketing efforts to meet local consumer preferences.

- Web Reference: <https://www.pepsico.com/news/press-release/pepsico-reports-first-quarter-2022-results-040622>

- YouTube Link: https://www.youtube.com/watch?v=_mQNj1H6XQo

10. Adidas

- Adidas has focused on creating a unified shopping experience for consumers in emerging markets by integrating its e-commerce platform with physical stores. The company's mobile app offers personalized recommendations and access to exclusive products.

- Web Reference: <https://www.adidas-group.com/en/media/news-archive/press-releases/2020/adidas-ecommerce-strategy-success-story/>

- YouTube Link: <https://www.youtube.com/watch?v=1hOqFdddGgQ>

11. L'Oréal

- L'Oréal has been quick to adopt omnichannel strategies in emerging markets, particularly in Asia. The company leverages social media, e-commerce, and in-store technologies to create a seamless shopping experience for beauty consumers.

- Web Reference: <https://www.loreal.com/en/articles/digital/loral-digitally-accelerating-to-meet-the-needs-of-consumers/>

- YouTube Link: <https://www.youtube.com/watch?v=bhHbH9Bwo0M>

12. Procter & Gamble (P&G)

- P&G has implemented omnichannel strategies across its global operations, including emerging markets. The company uses data analytics to optimize product availability and tailor its marketing efforts to local preferences.

- Web Reference: <https://www.retaildive.com/news/how-procter-gamble-used-data-to-boost-their-e-commerce-strategy/600874/>

- YouTube Link: <https://www.youtube.com/watch?v=XaObvcQGgCg>

13. Samsung

- Samsung has a strong presence in emerging markets and uses omnichannel strategies to maintain its competitive edge. The company's mobile app allows customers to purchase products online, schedule in-store pickups, and access after-sales services.

- Web Reference: <https://news.samsung.com/global/samsung-launches-omni-channel-strategy-to-accelerate-growth>

- YouTube Link: <https://www.youtube.com/watch?v=fEIE4NNojKM>

14. Sony

- Sony has adopted omnichannel strategies to cater to consumers in emerging markets. The company offers a unified shopping experience by integrating its online store with physical retail locations, ensuring consistent branding and customer service.

- Web Reference: <https://www.sony.com/en/SonyInfo/News/Press/202003/20-0305E/>

- YouTube Link: https://www.youtube.com/watch?v=IZI9V1_JM

15. Levi's

- Levi's has been expanding its omnichannel presence in emerging markets by integrating its e-commerce platform with physical stores. The company's app allows customers to browse collections online, reserve items in-store, and access personalized recommendations.

- Web Reference: <https://www.levistrauss.com/2020/10/15/levis-expanding-omnichannel-experiences/>

- YouTube Link: <https://www.youtube.com/watch?v=rNAKhZFrF2M>

Indian Brands Embracing Omnichannel Strategies

1. Reliance Retail

- Reliance Retail, through its e-commerce platform JioMart, has integrated online and offline shopping experiences. The company's omnichannel strategy includes enabling customers to order groceries online and pick them up at nearby stores.

- Web Reference: <https://www.livemint.com/companies/news/reliance-s-jiomart-launches-its-omnichannel-grocery-shopping-experience-in-india-11601487576158.html>

- YouTube Link: <https://www.youtube.com/watch?v=AYkklbROtC8>

2. Flipkart

- Flipkart, acquired by Walmart, has developed an omnichannel strategy that includes partnerships with local stores for order pickups and a robust mobile app for a seamless shopping experience. Flipkart's efforts are focused on providing a consistent shopping experience across all channels.

- Web Reference: https://www.business-standard.com/article/companies/flipkart-revamps-omni-channel-strategy-with-a-key-alliances-with-local-stores-120112600252_1.html

- YouTube Link: <https://www.youtube.com/watch?v=tn91IZSSIfU>

3. Tata CliQ

Tata CliQ, part of the Tata Group, offers a seamless omnichannel shopping experience by integrating online and offline retail. Customers can browse online, purchase products, and either pick them up at a Tata store or have them delivered to their homes. This integration allows for greater flexibility and convenience.

- Web Reference: <https://www.tatacliq.com/que/cliqcliq/omni-channel-retail-experience/>

- YouTube Link: <https://www.youtube.com/watch?v=JdPWBj4DfSk>

4. Shoppers Stop

Shoppers Stop has embraced an omnichannel approach by integrating its online store with its physical locations. Customers can enjoy services like click-and-collect, where they order online and pick up their purchases in-store, or opt for home delivery. The company also uses data analytics to offer personalized recommendations.

- Web Reference: <https://www.financialexpress.com/industry/shoppers-stop-invests-in-omnichannel-strategy-to-drive-growth/1599274/>

- YouTube Link: <https://www.youtube.com/watch?v=fh5U5PrR8Rg>

5. Myntra

Myntra, one of India's largest fashion e-commerce platforms, has integrated its digital and physical retail strategies. Through its "End of Reason Sale," Myntra has partnered with brick-and-mortar stores to allow customers to pick up their online orders in physical locations, blending the online and offline shopping experience.

- Web Reference: <https://www.medianama.com/2021/12/223-myntra-omnichannel-strategy/>

- YouTube Link: <https://www.youtube.com/watch?v=9rZZmnl75yg>

6. Big Bazaar (Future Group)

Big Bazaar, a part of the Future Group, has developed an omnichannel strategy through its app, which allows customers to shop online and collect their purchases at the nearest store. The brand also offers home delivery, making it easier for consumers to access their products.

- Web Reference:

<https://www.thehindubusinessline.com/companies/future-groups-big-bazaar-launches-its-omnichannel-platform/article33816568.ece>

- YouTube Link: <https://www.youtube.com/watch?v=GvOpQXtrJWw>

7. Lifestyle

Lifestyle, a leading retail chain in India, has adopted an omnichannel approach to enhance customer experience. Their strategy includes online shopping with in-store returns and exchanges, as well as the option for in-store pickup of online orders, providing customers with flexibility and convenience.

- Web Reference: <https://www.livemint.com/industry/retail/lifestyle-embraces-omnichannel-retail-to-drive-growth-11587404530576.html>

- YouTube Link: <https://www.youtube.com/watch?v=NvGgL8F4zls>

8. Pepperfry

Pepperfry, a leading furniture e-commerce platform in India, has implemented an omnichannel strategy by setting up experience centers across the country. These centers allow customers to physically view and experience products before making a purchase online, thus bridging the gap between online and offline retail.

- Web Reference:

https://www.pepperfry.com/site_information/about_us.html

- YouTube Link: <https://www.youtube.com/watch?v=Xf7aSZIT5Ek>

9. Nykaa

Nykaa, a beauty and wellness e-commerce platform, has expanded into physical retail by opening stores across India. The company's omnichannel strategy allows customers to purchase products online, try them out in-store, or pick up their online orders from physical locations, offering a unified shopping experience.

- Web Reference: <https://www.livemint.com/companies/start-ups/how-nykaa-is-revolutionizing-beauty-retail-with-an-omnichannel-strategy-11592669425652.html>

- YouTube Link: <https://www.youtube.com/watch?v=dzvdsfdJcOA>

10. Fabindia

Fabindia, known for its ethnic products, has incorporated an omnichannel strategy by enhancing its online presence and integrating it with its extensive network of physical stores. Customers can explore products online and choose to buy online or visit stores for a more tactile shopping experience.

- Web Reference:

<https://www.thehindubusinessline.com/news/variety/fabindia-launches-its-ecommerce-website/article33643848.ece>

- YouTube Link: <https://www.youtube.com/watch?v=JwbCTG9rzKY>

11. Croma (Tata Group)

Croma, a leading electronics retailer in India, offers an omnichannel experience where customers can browse and purchase products online and choose to pick them up in-store or have them delivered. Croma's strategy is focused on providing seamless integration between its digital and physical retail channels.

- Web Reference: <https://www.tata.com/business/croma-omnichannel-retail-experience>

- YouTube Link: <https://www.youtube.com/watch?v=DBB12IDVnks>

Conclusion

E-commerce and omnichannel strategies have become critical for brands aiming to capture market share in emerging markets. As consumers in these regions increasingly seek seamless shopping experiences that blend the digital and physical, global and Indian brands are adopting innovative approaches to meet these demands. The examples provided highlight the diverse ways in which companies are leveraging technology and consumer insights to create integrated retail experiences that drive growth and customer satisfaction.

By staying ahead of the curve and continuously evolving their omnichannel strategies, these brands are not only enhancing their customer engagement but also solidifying their positions in the competitive landscape of emerging markets.