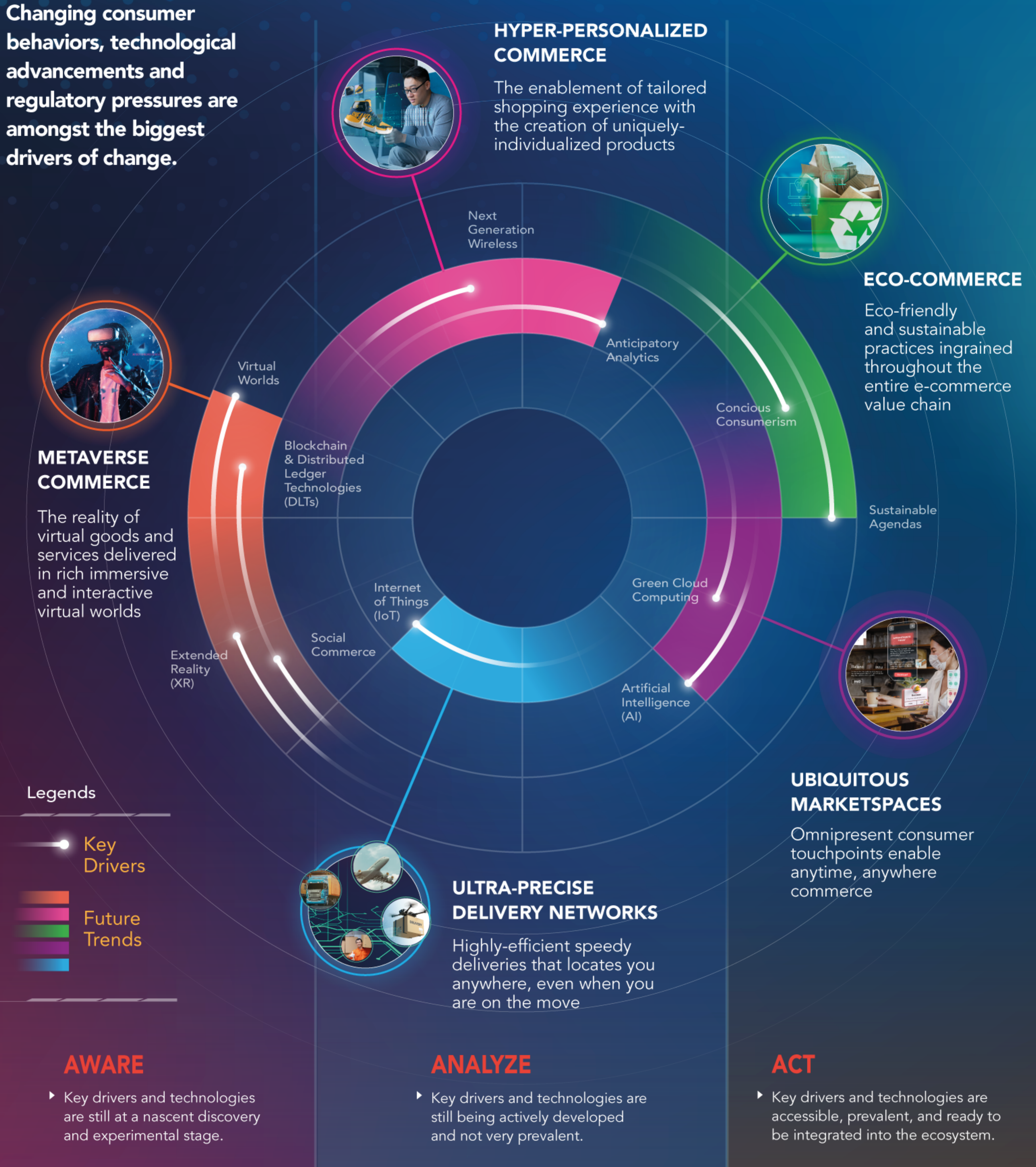


E-COMMERCE TREND RADAR

The exponential rise and advancement of e-commerce can be attributed to the constantly evolving macro forces. In understanding current developments and how they may evolve into industry-changing paradigms, we can better understand and assess the opportunities and vulnerabilities future trends may bring.

Changing consumer behaviors, technological advancements and regulatory pressures are amongst the biggest drivers of change.



METHODOLOGY & APPROACH

WIDE SCOPE, DIVERSE RESOURCES

Using the macro forces with the Social, Technology, Economic, Environment and Policy & Regulation (STEER) heuristics to reflect broadly and capture a wider range of drivers.

REFOCUS & CLARIFICATION

Prioritize and eliminate irrelevant drivers after deriving further insights with relevant stakeholders.

