

Launching ecommerce during the pandemic, the fitting-room dilemma, and rental services

Audio

On today's episode, we discuss what it's like to launch an ecommerce business unit during the pandemic and how customers are changing. We then talk about livestream ecommerce's US

entry point, how to solve the fitting-room dilemma, and how seriously we should take retailer rental services. Tune in to the discussion with ecommerce general manager for the Americas region at Tekmovil Cristian Serrano and eMarketer senior analyst Matteo Ceurvels and analyst at Insider Intelligence Blake Droesch.

Top 5 Countries, Ranked by Retail Ecommerce Sales Growth, 2021

% change

27.0%



#1
India

26.8%



#2
Brazil

26.1%



#3
Russia

26.0%



#4
Argentina

21.1%



#5
Mexico

Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling, and other vice goods sales

Source: eMarketer, May 2021

eMarketer | [InsiderIntelligence.com](https://www.insiderintelligence.com)

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

Drive business growth with VTEX Commerce Platform.

We help companies in retail, manufacturing, wholesale, groceries, consumer packaged goods and other verticals to sell more, operate more efficiently, scale seamlessly and deliver remarkable customer experience. [Check out how Motorola, Stanley Black & Decker, L'Oréal](#) and other brands are growing with us.