

## Retailers Sustaining The 2021 Festive Season

*Brands have tried to capture customer attention in all possible ways by adapting various approaches for high-level customer experience as well as consistent delivery performance*



The illustration shows a male customer in a blue shirt and orange pants pushing a blue shopping cart towards a female cashier in a green uniform behind a blue counter. A female customer in a red top is also visible behind the counter. The background is a light blue wash.

16 November, 2021 🖨 Print this article  
By **Veenu Sharma**

The festive season is ON, and so is shopping. In the past 18 months, a significant change has been observed in consumer behavior. eMarketer estimated the increase in retail sales in comparison to the sales of 2020 i.e. \$51.52 billion. And various research reports have expressed similar results like YouGov, Outlook Look Report 2021, RAI that there is a festive cheer to Indian eCommerce. As per RedSeer, "e-commerce platforms are expected to

### Subscribe To Newsletter

Your e-mail information will not be shared with anyone else. And it will be used only to send out our latest news.

Email Address:

**SUBSCRIBE**

### Latest Headlines

- Google Steps Up Product Focus To Drive Digital Inclusion In India
- Quicker Deliveries Entice Customers To Shop More
- Account Wins: White Rivers Media, Kuffershah Communications, The Mavericks
- Snap's Multi-format Delivery To Enable Purchase Of Its Video Formats In One Adx Set
- Procto Makes Conversations On Men's Health Mainstream
- Arvind Sharma To Be Conferred With AADI Lifetime Achievement Award 2021