

Emerging Trends in E-Commerce

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Abstract: *Digital transformation in the retail industry is about implementing new technology to create better customer experiences, optimize business processes, enable retail workers, and build more agile, growth-oriented business models. According to the latest research from Gartner, more than 50% of all consumer spending will be done online in 2024 and 60% of it will be done through mobile devices. Only mobile-centric retailers who embrace the digital revolution will be the ones who thrive and grow*

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