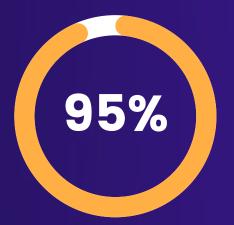
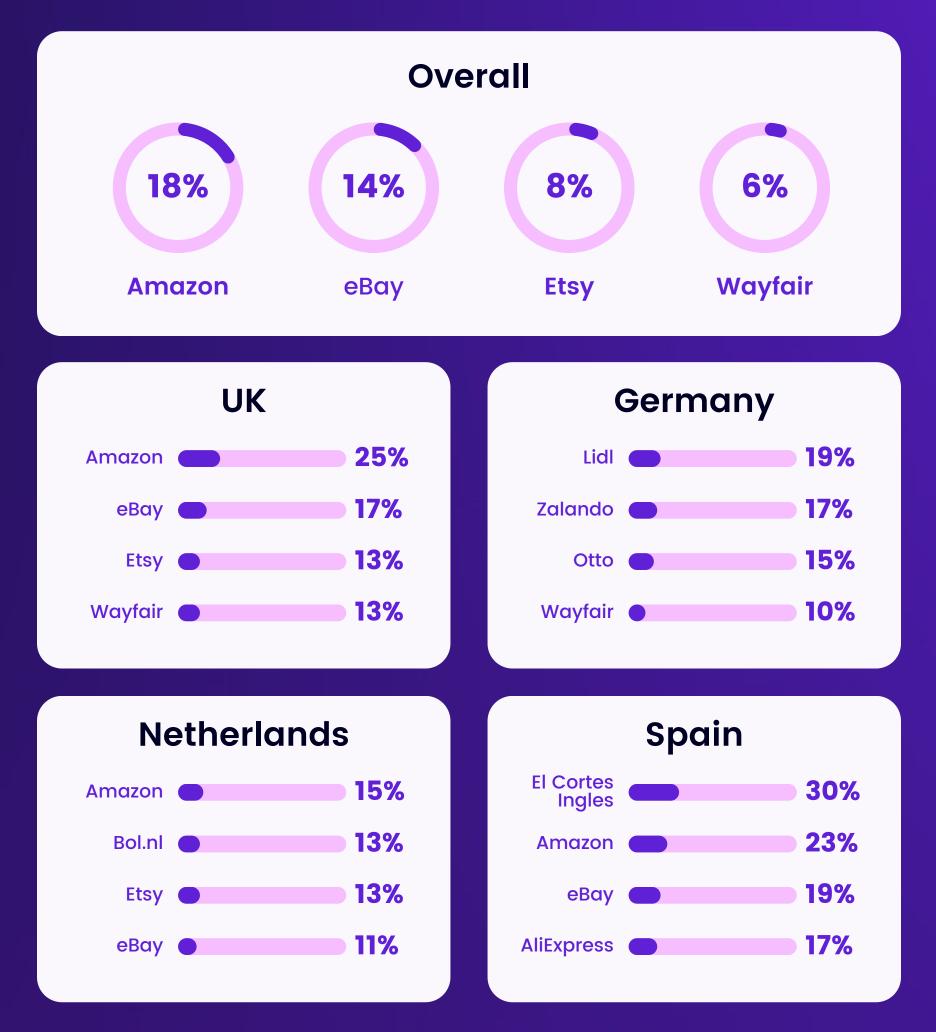


Navigating the Online Marketplace Evolution



of European retailers currently trade on marketplaces

TOP MARKETPLACES



Common Marketplace Challenges & Benefits



of respondents find trading on marketplaces challenging



say that although challenging, it is also manageable

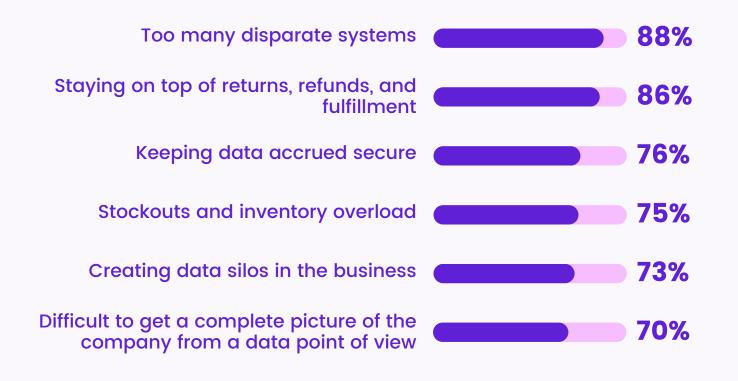


of retailers believe they are less competitive in the marketplace than other vendors due to lack of integration



said they were considering building their own marketplace

What are the most common challenges with trading on marketplaces?



What are the main benefits of trading on marketplaces?



The Role of Automation/Integration in the Marketplace



of retailers admitted to still having over 20 manual data processes in their marketplace tech stack, with 31% having 31 or more



are currently using one automation tool as part of their integration marketplace strategy



are likely to incorporate an integration solution into their marketplace strategy in the next 5 years

How many manual data processes does your company have in their marketplace tech stack?

