

# A Year of Growth in the UK E-Commerce Industry

## What Suppliers Have Told Us:

Suppliers expect to see an increase in strategic focus on E-Commerce with better integration into the wider business



There will be seismic shifts to Online, we are seeing that already and a lot of people sticking to shopping Online. We think our E-Commerce retail partners will expect to see a continued focus and a continued importance put on the Online channel.  
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For driving long-term growth, E-Commerce Retailers should invest in building in the process for the systems that are needed to do the basics effectively and then ensuring that there is further investment going into focusing on the shopper journey and really ensuring that is efficient, effective and personalized for those shoppers.  
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Developing a smooth shopper journey and an excellent user experience will be key to growth



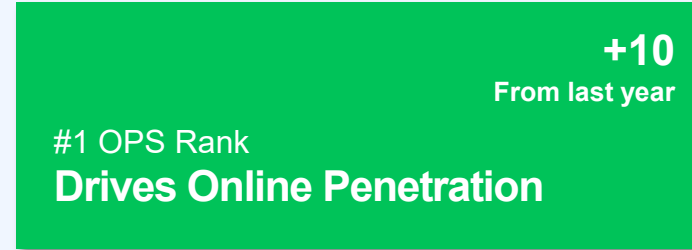
E-Commerce offers huge opportunities to drive the sustainability agenda for both retailers and suppliers

Environmental sustainability is about linking up with ideas and understanding where we are moving in the same direction on something, joining up and seeing how we can either move faster with it or move more efficiently with it because it is topical in both businesses.  
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Top Priorities and expectations have changed – there is a focus on the growth opportunity

### Top Priorities for 2020



Advantage

### NF Average Change

