



The Future of eCommerce: Emerging Technologies - US - November 2019

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This report looks at the following areas:

- Voice is used for entertainment around the home
- In-store trials will help raise consumers' comfortability levels
- Technology must aide in making the shopping experience seamless



"The ecommerce industry faces changes and challenges from emerging technologies. These new methods will facilitate immersive interactions between brands and consumers, increase convenience for ecommerce purchases and provide products to consumers at the touch of a button."

- **Katie Yackey, eCommerce Analyst**

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