

# Ecommerce Trends

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Many ecommerce and direct-to-consumer businesses are expected to continue to grow regardless of the macroeconomic environment. The ecommerce industry is continuing its journey of growth and transformation. As the industry expands further and more consumers turn to online shopping for their goods and services, businesses must stay ahead of the curve to remain competitive.

The most recent ongoing trend is the increasing demand for convenience. Consumers are increasingly impatient and expect their shopping experience to be convenient, easy and fast. Not just solve a problem, businesses must be able to offer their customers an easy and convenient experience in order to remain competitive. This has led to the rise of subscription services and one-click checkout options. Another trend is the increasing number of mobile shoppers. Consumers are increasingly using their mobile devices to shop online. This trend has led to the development of mobile-optimized websites and apps, as well as features such as geolocation technology and push notifications. Businesses must be able to meet the expectations of mobile shoppers in order to remain competitive. The third trend is the increasing use of social media. Social media has become an integral part of the online shopping experience. Consumers are increasingly using social media to research products, share their experiences and make purchase decisions. Businesses must be able to capitalize on this trend in order to remain competitive. Finally, the fourth trend is the increasing use of data and analytics. Businesses are increasingly leveraging data and analytics in order to gain insights into customer behavior and preferences. This data is then used to create personalized experiences for customers, improve customer service and optimize marketing campaigns. Businesses must be able to utilize data and analytics in order to remain competitive. These trends are transforming the ecommerce industry and businesses must stay ahead of the curve in order to remain competitive. By understanding these trends and adapting their strategies, businesses can ensure they remain competitive in the ecommerce space.

# CONSUMER INDUSTRY

## FOCUS Reports on Recent Transactions in Ecommerce:

### Rally raises \$12 million to create future of e-commerce checkout<sup>(1)</sup>



Rally, a composable checkout platform for ecommerce merchants, raised \$12 million to build the future of ecommerce checkout.



Rally was founded by Jordan Gal and Rok Knez in order to create checkout tools for merchants outside of the Shopify ecosystem.



Prior to Rally, the two were involved with another checkout company, CartHook, and helped it process approximately \$3 billion in transactions for Shopify merchants before the company was sold to Pantastic in 2021.



Split its business into two segments:

- Provides merchants with integrations to commerce tools.
- Provides merchants with a “headless” ecosystem.

### Staytuned Secures \$34 Million Investment for 'Salesforce Suite for E-Commerce' Development<sup>(2)</sup>



Staytuned Digital has been given a \$34 million investment to continue developing a software suite for e-commerce brands with the aim of creating the “Salesforce suite for e-commerce stores.”



The company focuses on Shopify merchants, has acquired seven apps, and is working with over 28,000 customers.



Serge Kassardjian, co-founder, did not share revenue growth, but did say that the company was profitable in the fourth quarter of 2022.



The investment consists of \$9 million in equity and up to \$25 million in debt, bringing the total raised to \$46.5 million.

### Una Brands, an e-commerce aggregation platform, has recently secured \$30 million in series C funding<sup>(3)</sup>



Una Brands, an ecommerce aggregator based in Singapore, has recently raised \$30 million in pre-Series C financing.



Northstar Group, a regional private equity firm, is the sole investor in this new round. Una Brands has now raised a total of over \$100 million since it was founded in 2021.



The new capital will be used to further develop their platform and purchase additional direct-to-consumer brands in areas such as home and living, mom and baby, and beauty and personal care.



Una Brands stands out from its competitors by operating brands across various different channels.

# CONSUMER INDUSTRY

## FOCUS Reports on Recent Transactions in Ecommerce (cont'd):

Reebelo, an online reseller of consumer electronics, recently secured Series A financing round while expanding in the US<sup>(4)</sup>



Reebelo is a Singapore-based marketplace for affordable and sustainable consumer electronics, founded by Philip Franta and Fabien Rastouil in 2019.



Their mission is to keep electronics out of landfills. They offer a variety of pre-owned devices at up to 70% savings with one-year warranties, certified sellers and 30-day free returns.



They currently operate in Singapore, Australia, New Zealand, Malaysia, Hong Kong and South Korea. In 2020, Reebelo raised a seed round and in 2022 they raised a Series A round of \$20 million.



Recently, they announced an additional \$29 million in Series A and a new U.S. headquarters in San Mateo, California. This brings Reebelo's total Series A round to \$50 million.

### References:

- (1) <https://techcrunch.com/2023/04/18/rally-series-a-e-commerce-checkout/>
- (2) <https://techcrunch.com/2023/04/06/staytuned-software-e-commerce/>
- (3) <https://payspacemagazine.com/news/e-commerce-aggregator-una-brands-lands-30-million/>
- (4) <https://techcrunch.com/2023/03/20/consumer-electronics-reseller-reebello-series-a/>



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