

## What Were the Three Most Common Ecommerce Industries of 2017?

### Pros and Cons

**Services** are ideal for the [online market](#). Brick and mortar warehouses are unnecessary as there is no need for storage. This type of business saves a ton of money in shipping charges alone. Delivery time is immediate, and as long as the information is correct, most customers are very satisfied.

**Digital Information** has the same advantages- however, determining what the consumer wants is vital in this business. EBooks only sell if they provide data that has not been explored or old approach it from a new perspective. It can be a booming triumph or a miserable failure regarding [best ecommerce platforms](#). The good thing is the investment is small, so the return doesn't have to top the charts.

**Physical Goods** are a whole different story, not only is the cost of producing the products -the cost of storage and shipping can be a considerable burden. A few companies have managed to soar to victory and include .free shipping..

Apple is, of course, a group of marketing geniuses. They offer a must-have product, pay attention to every detail and bump up the quality. Consumers eat it up, and their products don't take a lot of space to store.

Walmart has its own smart marketing but in a different way. They charge more for their online products than in the stores. How does that work? When consumers see .online price only. they assume it's a .good deal. plus Walmart is selling convenience, not just the physical items.

Amazon has fooled half the world with Prime. They boast free shipping for about one hundred dollars a year plus a guaranteed arrival date. Should the buyer want it sooner, there is an additional fee for the free shipping. They offer such a wide selection of products from all over the world many people don't complain if it costs more or arrives later than expected.

### About the Author

It isn't just in [Australia](#) and the USA, 68% of Ex customers shop online. One wonders what will happen when all the brick and mortars have gone to heaven and the internet crashes, where can one find a loaf of bread.

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