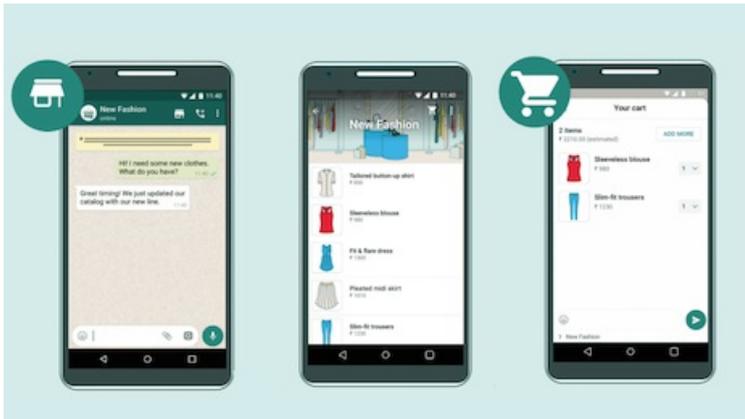


SOFTWARE AND TECHNOLOGY

WhatsApp becomes latest platform to ramp up ecommerce offerings

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WhatsApp is enhancing its ecommerce options. Image credit: WhatsApp

By LUXURY DAILY NEWS SERVICE

Facebook-owned messaging mobile application WhatsApp is introducing new shopping features as the social commerce space becomes more competitive.

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WhatsApp's "Collections" feature allows users to shop for items by category. While the shopping suite features on WhatsApp are primarily geared towards small businesses, the number of consumers who primarily shop on their smartphones continues climbing.

Shopping on WhatsApp

With WhatsApp Business, small business owners can directly message with shoppers. Other features include business listings, labels to categorize contacts or customer messages and automated and quick reply messages.

Catalogs, introduced in 2019, allows businesses to create mobile storefronts even allowing business owners to bypass having their own sites, if desired.

Last year, WhatsApp introduced Carts so businesses that usually sell multiple products in one transaction including clothing retailers can allow shoppers to purchase several items at once. The sellers receive the order transaction as a single message, simplifying their process.

WhatsApp is growing as a shopping platform in India and Brazil

Collections is the latest addition to WhatsApp's ecommerce experience.

Instead of shoppers scrolling large catalogs, they can directly browse specific categories. For instance, a clothing store may create collections for dresses, jackets, accessories and more.

For now, shoppers can access Catalogs and Collections through links, shopping buttons in business profiles and QR codes.

Facebook continues to expand its social commerce offering on its portfolio of apps, including Instagram.

In May 2020, Facebook introduced "Shop," a tool to help small businesses sell directly from the social marketing platform. Facebook Shops lets small businesses set up a single online store accessible on both Facebook and Instagram, free of charge ([see story](#)).

WeChat, a multipurpose chat app owned by China's Tencent Holdings, has more than 1 billion monthly active users, and is used for messaging, social media, digital payments and much more.

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