



**Euromonitor  
International**

# The State of Marketplaces in FMCG E-Commerce in 2026

July 2026

## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

Marketplaces have evolved as a core infrastructure underpinning FMCG e-commerce...

...but growth is becoming more channel-specific

## GROWING CHALLENGES FOR MARKETPLACES

Not one size fits all - the problem of category-channel fit

Where is growth shifting?

## MARKETPLACE PERFORMANCE ACROSS FMCG INDUSTRIES

Marketplaces remain the anchor channel for beauty products, despite DTC growth

Growth is driven by a balanced mix of mass and premium brands across key categories

Estée Lauder's DTC push reinforces, rather than replaces, marketplace-led scale

Marketplaces lead online consumer health sales, even as local channel structures vary

Quality-led brands outperform on consumer health marketplaces

Sports protein brands win on marketplaces by being discoverable and comparable

Marketplaces win in pet care on convenience and assortment amid a dual-channel split

Pet parents shop for specialised solutions and replenishments on marketplaces

Premium pet food brands rely on specialists, but marketplace growth is accelerating

Tissue and hygiene remains marketplace-led, supported by frequent and bulk buying

Marketplace growth in tissue and hygiene is broadening beyond baby care

Baby hygiene is marketplace-ready, but channel leadership remains market-specific

Bulk packs, subscriptions and price comparison sustain marketplace lead in home care

Innovation-led formats drive home care growth on marketplaces

Tide relies on marketplaces to widen its reach and distribution for global leadership

## MARKETPLACE PERFORMANCE ACROSS FMCG CATEGORIES

Grocery strengthens its lead in snacks e-commerce as marketplace share moderates

Snack marketplace growth shifts towards indulgence, gifting and established brands

Amazon turns Lindt's premium chocolate appeal into scalable online growth

Dairy products and alternatives remain less penetrated on marketplaces

## MARKETPLACE PERFORMANCE ACROSS FMCG CATEGORIES

Despite limitations, opportunities exist: with successes to learn from in China

Adopt A Cow's Tmall triumph proves dairy brands can thrive online

## UNVEILING THE MARKETPLACE CHAMPIONS

While Amazon leads globally, Douyin and TikTok Shop redefine FMCG e-commerce

Marketplaces developing quick-commerce to move to everyday replenishment

## FROM LARGEST SOURCE OF DISCOVERY TO LARGEST BRAND DESTINATION

Marketplaces are becoming the product recommendation engine for AI-led commerce

Amazon has the strongest position, but also most exposed to external agent disruption

## CONCLUSION

Recommendations and opportunities for growth

Evolution of FMCG e-commerce on marketplaces

Questions we are asking

## About Euromonitor International

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/the-state-of-marketplaces-in-fmcg-e-commerce-in-2026/report](http://www.euromonitor.com/the-state-of-marketplaces-in-fmcg-e-commerce-in-2026/report).