

Impact of Covid on E-commerce Industry by Atelier Studio

Life is back to normal after the pandemic. Businesses that were struggling to survive in covid-19 pandemic have now grown as per their pace.

Pune, Maharashtra Aug 26, 2022 ([Issuewire.com](https://www.issuewire.com)) - The Pandemic has affected everyone globally one way or the other. It has affected us mentally as well as financially. Nationwide lockdowns and economic shutdowns have impacted various industries. The E-commerce industry is one of those industries that have suffered due to the pandemic as domestic demand and exports crashed. One wave after the other did not let this industry recover. But compared to other industries that have shut down their processes, only the e-commerce industry had the potential to survive during the pandemic. Amazon, Flipkart, and other online stores saw a jump in their sales.

Many businesses that never had served online, started selling their products & services online. [Atelier Studio](#) is one of the leading [3D product rendering service](#) providers that got huge demand from eCommerce vendors.

Business owners who started selling online rushed to Atelier Studio and similar rendering studios to get their products rendered in images/videos. As 3D product rendering images/videos look more appealing than regular photographs. Business owners started using 3d product rendering for e-commerce stores. 3D product animation videos are also used by the e-commerce industry.

The festive season last year gave more hope to the e-commerce industry as things started getting back on track for them and a huge jump in sales was observed. However, another Covid wave during the wedding season made it a bit challenging but it survived that too. It is the leaders of the e-commerce industry who are all set for this year with a strategic mind as well as high spirits.

Virtual Shopping has so many advantages. Many customers started preferring virtual shopping these days as it is easy, convenient, and safe. It also allows them to explore more variety and options in the comfort of their homes.

Contact

Atelier Studio

Website: <https://atelierstudio.com/>

Phone +91 90755 39954

Email inquiry@atelierstudio.com

Media Contact

Atelier Studio

inquiry@atelierstudio.com

Sudatta Sankul, Sinhagad Road

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