



# Commerce Without Limits: Sell Where Your Customers Shop







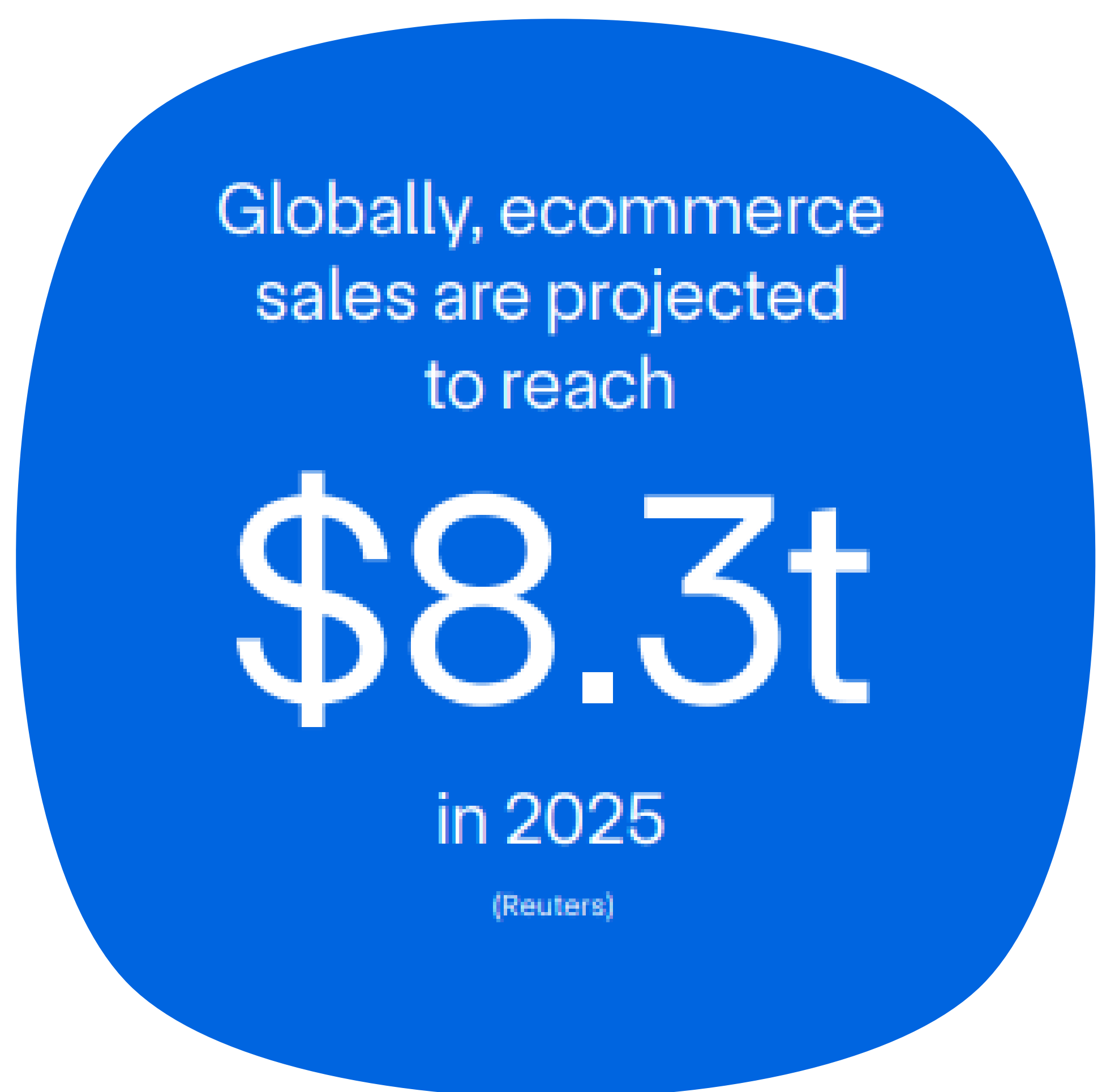
# Expand your Reach through Established Marketplace Platforms






Marketplaces remain a dominant force in online commerce. Globally, ecommerce sales are projected to reach \$8.3 trillion in 2025 with marketplaces like Amazon, Temu and Shein contributing significantly to this global growth (Reuters). For brands, marketplaces serve as an attractive channel for customer acquisition and revenue growth by offering instant access to large, diverse customer bases, lower upfront investment due to the established platform, logistics and payments infrastructure and immediate opportunities for international expansion.


THG Commerce helps retailers and multi-brand platforms adopt a marketplace offering, expanding their product portfolio without having to increase inventory or warehouse capacity. Through marketplace models like Drop Ship or commission-based platforms, retailers can list and sell third-party products without owning the stock. This approach allows them to become category destinations, broadening their assortment and boosting revenue with minimal operational overhead. For example, with Matalan, THG Commerce powers a Drop Ship model via Mirakl, using our Product Information Management (PIM) system to enable curated product selection from connected brands.



In addition, for brands aiming to sell via third-party marketplaces like Amazon, Zalando, or ASOS, THG Commerce simplifies the process of getting products listed across multiple platforms. Each marketplace has its own data and asset requirements, our solution helps brands meet these quickly and efficiently. We leverage our PIM to manage complex attributes, work with partners like Rithum to categorize and publish data and provide Digital Asset Management to ensure marketplace-ready visuals. We also offer value-add services such as customer service rerouting, returns handling, and full-service marketplace trading—ideal for emerging or resource-light brands.



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# Marketplace spotlight

Temu is reshaping cross-border commerce by combining Chinese manufacturing scale with a Western consumer focus. It adopts a “consumer-to-manufacturer” (C2M) model, offering deep discounts by cutting out intermediaries. Temu’s rapid expansion into 49 countries included the US in late 2022, then quickly scaling into Europe, Canada, Australia, and Latin America. Part of its success has been down to its heavy investment in digital ads, social media, and influencer campaigns, famously running Super Bowl ads in 2023 and 2024.

Shein is a fast fashion ecommerce giant known for its ultra-low prices, trend-driven products, and agile supply chain. Originally launched in 2008, it has evolved into a dominant global player in fashion and lifestyle retail. Now operating in over 150 countries, with major markets including the US, Europe, and the Middle East, Shein’s growth has been fueled by speed to market for new fashion trends and its affordability. Similar to Temu, Shein thrives on social media virality and influencer marketing, using real-time data to quickly produce small product batches, enabling it to test and scale new trends in days.







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THG Commerce Whitepaper