

# **Retail E-commerce Market By Product (Apparels and Accessories, Groceries, Footwear, Personal and Beauty Care, Furniture and Household Decor, Electronic Goods, Others), By Type (Hybrid Marketplace, Pure Marketplace, Brand, Retail Chain): Global Opportunity Analysis and Industry Forecast, 2022 - 2032**

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## **Abstracts**

Retail e-commerce is the buying and selling of products through an electronic medium such as internet. Electronic commerce involves the implementation of internet technology to trade products and services. There exist three fundamental categories of electronic commerce, including business-to-business, business-to-consumer, and consumer-to-consumer. Business to business refers to the process of selling products to other businesses via online platforms. Business to consumer means selling directly to consumers online and consumer to consumer means where another buyer sells the product to another buyer over an e-commerce platform. For instance, OLX, eBay, Flipkart are such kind of platforms.

The market is expanding due to rise in technological developments such as voice recognition and artificial intelligence. Retailers are using artificial intelligence technology to study customer behavior and preferences. Furthermore, technology is giving consumers a highly customized buying experience. Voice recognition offers users an interface to build a highly comfortable and convenient environment. In addition, AI technology is using consumer purchase history to recommend products and notifications that are relevant to the user which increases user engagement. Moreover, natural language processing (NLP) is being used by voice-activated devices to deliver more individualized product recommendations utilizing AI. Furthermore, voice

recognition technology facilitates voice-activated purchases for users. Moreover, making payments with payment gateways, including UPI, credit card, debit card, and others is becoming more and more convenient for consumers. In addition, buyers from different nations are making purchases without being constrained by conventional payment methods. Furthermore, proliferation of smartphones is propelling the market's expansion by offering mobile payment apps and digital wallets. Moreover, digital payments are extremely safe due to security features, including authentication methods and encryption. Furthermore, a plethora of alternatives are provided by digital payment methods, including credit card, debit card, and digital wallet applications such as G-Pay, Amazon Pay, & Apple Pay and online banking features & other alternative payment methods, catering to a variety of consumer preferences. Therefore, taking into account the above information, it is highly visible that these factors escalate and enhance the market growth.

Headless e-commerce divides the front-end from the back-end of the business. Retailers are able to experiment with front-end technology due to decoupling capability. Without altering the essential functions of e-commerce, the functionality aids in redesigned user interfaces and acceptance of evolving design trends. In addition, by fusing different tools and technologies within the e-commerce architecture, application programming interface (API) offers rapid novel features that help e-commerce platforms survive and overcome a variety of obstacles in the competitive market. Moreover, headless e-commerce makes it easier to distribute content and conduct business across a range of platforms and channels. Retailers use voice interfaces, social media platforms, and mobile applications to reach a diverse range of global consumers. Therefore, these factors are providing lucrative opportunities for market growth during the forecast period.

The retail e-commerce market is segmented into product, type and region. By product, the market is divided into apparel & accessories, groceries, footwear, personal & beauty care, furniture & household decor, electronic goods, and others. By type, it is categorized into hybrid marketplace, pure marketplace, brand, and retail chain. According to region, the market is studied across North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa.

The report analyzes profiles of key players operating in the retail e-commerce market such as Alibaba Group Holding Limited, E Bay Inc., The Kroger Co., Dbu Rakuten, Walmart Inc., Coupang Corp, Wayfair Inc., Etsy, Inc., Amazon. com Inc., and Otto GmbH & Co KG. These players have adopted various strategies to increase their market penetration and strengthen their position in the retail e-commerce market.

## Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the retail e-commerce market analysis from 2022 to 2032 to identify the prevailing retail e-commerce market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the retail e-commerce market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global retail e-commerce market trends, key players, market segments, application areas, and market growth strategies.

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Investment Opportunities

Market share analysis of players by products/segments

New Product Development/ Product Matrix of Key Players

Additional company profiles with specific to client's interest

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Market share analysis of players at global/region/country level

**Key Market Segments By Product Apparels and Accessories**

Groceries

Footwear

Personal and Beauty Care

Furniture and Household Decor

Electronic Goods

Others

By Type Hybrid Marketplace

Pure Marketplace

Brand

Retail Chain

By Region

North America U.S.

Canada

Europe UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

Latin America Brazil

Argentina

Rest of Latin America

Middle East and Africa Gcc Countries

South Africa

Rest of Middle East And Africa

## Key Market Players

ALIBABA GROUP HOLDING LIMITED

E Bay Inc.

The Kroger Co.

Dbn Rakuten

Walmart Inc.

Coupang Corp

Wayfair Inc.

Etsy, Inc.

Amazon. com Inc.

Otto GmbH & Co KG.

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