

The US E-Commerce Industry Outlook to 2016 - Prospects in Flash Sales and Daily Deal Industry

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Abstracts

The report titled “ The US E-Commerce Industry Outlook to 2016” provides a comprehensive analysis of market size of e-commerce, B2B and B2C segments on the basis of transaction size and number of shoppers and their sub segmentation into manufacturing, wholesale trade sales, online retail sales and selected services. The report discusses major trends and developments in the US E-Commerce market, company profile of major online retailers. The report also covers market size, segmentation and competitive landscape of online travel market, group buying, flash sales, e-payment and online advertising industry. The research finally discusses the future outlook and projections of each market segment till 2016.

The US e-commerce has shown a tremendous growth in sales from USD ~ billion in 2006 to USD ~ billion in 2011 at a CAGR of ~% from the year 2006-2011. The industry registered a negative growth of 7% and reached USD ~ billion in the year 2009. Number of hours spent online by an average individual of age group 15 years and above has increased from ~ hours per week in the year 2006 to ~ hours per week in the year 2011.

The US B2C e-commerce market grew at a CAGR of 17.3% from USD ~ billion in the year 2006 to USD ~ billion in the year 2011 largely due to an increased preference of customers to shop online because of the variety of products and heavy discounts offered by the retailers online. Amazon was the top overall B2C e-commerce player in the US with a market share of ~% in 2011, followed by Staples which had a market share of ~% in the B2C e-commerce market. B2C e-commerce sales in the US are projected to grow at a CAGR of ~% from USD ~ billion in the year 2011 to USD ~ billion in 2016.

Online Travel Market:

The overall travel market grew at a CAGR of ~% from USD ~ billion in the year 2006 to USD ~ billion in the year 2011. The number of US consumers researching and booking travel online is still growing. In the US, around ~% of the total internet users researched travel online. This accounted for ~ million travel researchers, out of which ~ million booked travel online. Expedia is the leader in the US OTA market with market share of ~% and revenues topping USD ~ billion in the US for the year 2011. The US online travel market is projected to grow at a CAGR of 7.1% for the period 2012-2016 to USD ~ billion in the year 2016.

Daily Deal Industry:

The US group buying industry and daily deal industry is dominated by Groupon and Living Social which jointly accounted for more than ~ of the market share in 2011. Categories that dominate daily deals market are food and drink, beauty, spa and massage, fitness and nutrition, sports and recreation. The US group buying and daily deal market is projected to grow at a CAGR of ~% from USD ~ million in the year 2012 to USD ~ million in the year 2016.

Flash Sales Industry:

The US flash sales market generated approximately ~ million in revenue in 2011, and amongst the most notable sites in this segment are Gilt Groupe, Hautelook and Ideeli. Gilt Groupe is the leader in the US flash sales industry with a market share of ~%, and generated revenue of USD ~ million in the year 2011. Gilt Groupe in December 2011 attracted ~ unique visitors, whereas Hautelook attracted ~ unique visitors. Woot, which is also a flash sales website, attracted ~ unique visitors in December 2011. The US flash sales market is projected to grow at a CAGR of ~% from USD ~million in the year 2012 to USD ~ million in the year 2016.

Online E-Payment Industry:

The US E-Payment market includes automated clearing house (ACH), debit and credit card payments, electronic benefit transfers (EBT) and prepaid card payments. The total value of ACH payments increased at a CAGR of just ~% from USD ~ trillion in 2006 to USD ~ trillion in 2011, However the value of e-payment transaction is projected to increase at a CAGR of ~% for the period 2012-2016 to be worth USD ~ trillion in 2016.

Online Advertising Industry:

In the US online advertising market, search is the leading advertising segment and accounts for ~% of the total market share in the year 2011, whereas display contributed ~% of the US total online advertising revenue in the year 2011. There are different revenue models in which various types of internet advertising can be categorized; Performance, CPM and Hybrid, in addition Retail and Financial services are the major industry by revenue. The US online advertising market is projected to grow at a CAGR of ~% for the period 2012-2016 to be worth USD ~ million in the year 2016.

Key Topics Covered in the Report:

The US E-Commerce industry market size by total sales of e-commerce industry.

Market segmentation on the basis of B2B and B2C transactions, value chain of B2B and B2C e-commerce market.

Trends and Developments of the US E-Commerce Industry.

Company profile of the top online retailers.

Online travel industry, daily deal industry, flash sales industry, online e-payment industry and online advertising industry market size and the company profile of major players.

Future outlook and projections industry wise, different segments: B2B and B2C as well as for the overall US e-Commerce Industry.

Macro-Economic and Industry Factors such as Personal disposable income, number of online shoppers, VC and PE investment in E-Commerce Market and others

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