

Global Big Data in E-commerce Market Size study & Forecast, by Component (Big Data Software in the E-commerce, Big Data Hardware in the E-commerce), by Deployment (Cloud-based, On-premises), by Type (Structured Big Data in the E-commerce, Unstructured Big Data in the E-commerce, Semi-structured Big Data in the E-commerce), by End-use (Online Classifieds in the E-commerce, Online Education, Online Financials, Online Retail, Online Travel and Leisure, Other End Uses) and Regional Analysis, 2022-2029

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Abstracts

Global Big Data in E-commerce Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. In the e-commerce market, Big Data refers to the vast and complex sets of structured and unstructured data generated by online transactions, customer interactions, and other digital sources. This data includes customer behavior, preferences, purchase history, website traffic, and social media activity, among others. The major driving factor for the Global Big Data in E-commerce Market is increased data generation and growing demand for personalized shopping experiences.

The government around the world is supporting the use of big data in e-commerce and excelling the digitalization in the country. For instance, in 2019, the Australian government launched the 'Digital Economy Strategy,' which includes plans to promote the development of Big Data infrastructure and promote the use of Big Data in various industries, including the E-commerce market. Moreover, technological advancements

and rising government support for the adoption of big data in e-commerce is creating a lucrative growth opportunity for the market over the forecast period 2022-2029. However, the high cost of Big Data in E-commerce stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Big Data in E-commerce Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is one of the leading regions when it comes to the adoption of Big Data in e-commerce. The region has a large number of established e-commerce players who have invested heavily in Big Data analytics to gain insights into customer behavior, preferences, and purchasing patterns. Big Data is also being used to improve supply chain management, optimize pricing strategies, and enhance the overall customer experience. The Asia-Pacific region is rapidly catching up in terms of Big Data adoption in e-commerce. The region has many fast-growing e-commerce companies such as Alibaba, JD.com, and Flipkart which are using Big Data to gain a competitive edge. Big Data is being used to improve product recommendations, personalize marketing campaigns, and optimize pricing strategies.

Major market player included in this report are:

Amazon Web Services, Inc.

Data Inc.

Dell Inc.

Facebook

Hitachi, Ltd.

International Business Machines Corporation

Microsoft Corp.

Oracle Corp.

Palantir Technologies, Inc.

SAS Institute Inc.

Recent Developments in the Market:

In July 2020, Shopify launched a new feature called Shopify Balance, which uses big data to help small business owners manage their finances and cash flow more effectively.

In January 2020, Zara's parent company Inditex announced plans to use big data and artificial intelligence to improve its supply chain operations and reduce waste.

Global Big Data in E-commerce Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Component, Deployment, Type, End-use, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Component offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Component:

Big Data Software in the E-commerce

Big Data Hardware in the E-commerce

By Deployment:

Cloud-based

On-premises

By Type:

Structured Big Data in the E-commerce

Unstructured Big Data in the E-commerce

Semi-structured Big Data in the E-commerce

By End-use:

Online Classifieds in the E-commerce

Online Education

Online Financials

Online Retail

Online Travel and Leisure

Other End Uses

By Region:

North America

U.S.
Canada
Europe
UK
Germany
France
Spain
Italy
ROE
Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

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