

# **Global Digital Commerce Platform Market Size study, by Type (Cloud-based, On-premises); Business Model (B2B, B2C, Marketplace, Others); Enterprise Size (Small and Medium Enterprises (SMEs), Large Enterprises); Industry Vertical (Travel and Tourism, Home Furnishings, Electrical and Electronics, Textile and Apparels, Others) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Digital Commerce Platform Market is valued approximately USD 5.13 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 12.64 % over the forecast period 2020-2027. Digital commerce platform includes buying and selling of raw material, products, services or any kind of goods and services through an electronic medium by the consumer, retailer, and business. Before the COVID-19 pandemic digital commerce platform include strong and steady growth of internet users and rising awareness related to online shopping, increasing online launching of products, low price due to bulk purchase and so on, but after COVID-19 pandemic, social distancing and staying home is further expected to push the consumers towards online shopping. Since the pandemic's onset, global digital commerce sales figures have raised. The trend of online buying is expected to outlive the COVID-19 pandemic, consumer are more convenient to make online purchases and greater access to internet devices. Moreover, With 2.71 billion smartphone users globally, content consumption across media channels, devices and demographics are on the rise, even according to Open Society Foundations, the United Kingdom has one of the highest levels of digital television uptake in Europe and it is witnessing more customer-focused options in the digital market. However, raising privacy concerns and flip cyber security issues impedes the

growth of the market over the forecast period of 2020-2027. . Moreover, to fuels the growth of the e-commerce platform market there are options such as ease of doing business, low financial costs, wider variety, and e-cart etc. are there.

The regional analysis of global Digital Commerce Platform market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to a rapid growth within the global digital commerce platform market in its B2B business model, while the North American retail segment has already been a prominent source of revenue for the market players. Also the region lead to a massive existing base of digital media users, powered by a high use of smartphones and high-speed data networks and internet services.

Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as the digital commerce platform market in Asia Pacific is growing at a very fast rate due to changing consumer preferences would create lucrative growth prospects for the Digital Commerce Platform market across Asia-Pacific region.

**Major market player included in this report are:**

3dcart

Adobe

Big Cartel, LLC

Kibo Software, Inc.

PrestaShop

Salesforce

Shopify Inc.

Squarespace

Volusion, LLC

## WooCommerce

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

### **By Type:**

Cloud-based

On-premises

### **By Business Model:**

B2BB2C

Marketplace

Others

### **By Enterprise Size:**

Small and Medium Enterprises (SMEs)

Large Enterprises

### **By Industry Vertical:**

Travel and Tourism

Home Furnishings

Electrical and Electronics

Textile and Apparels

Others

**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

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

### **Target Audience of the Global Digital Commerce Platform Market in Market Study:**

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

## Investors

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2018-2027 (USD Billion)
  - 1.2.1. Digital Commerce Platform Market, by Region, 2018-2027 (USD Billion)
  - 1.2.2. Digital Commerce Platform Market, by Type, 2018-2027 (USD Billion)
  - 1.2.3. Digital Commerce Platform Market, by Business Model, 2018-2027 (USD Billion)
  - 1.2.4. Digital Commerce Platform Market, by Enterprise Size, 2018-2027 (USD Billion)
  - 1.2.5. Digital Commerce Platform Market, by Industry Vertical, 2018-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL DIGITAL COMMERCE PLATFORM MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL DIGITAL COMMERCE PLATFORM MARKET DYNAMICS

- 3.1. Digital Commerce Platform Market Impact Analysis (2018-2027)
  - 3.1.1. Market Drivers
  - 3.1.2. Market Challenges
  - 3.1.3. Market Opportunities

### CHAPTER 4. GLOBAL DIGITAL COMMERCE PLATFORM MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers

- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2017-2027)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL DIGITAL COMMERCE PLATFORM MARKET, BY TYPE**

- 5.1. Market Snapshot
- 5.2. Global Digital Commerce Platform Market by Type, Performance - Potential Analysis
- 5.3. Global Digital Commerce Platform Market Estimates & Forecasts by Type 2017-2027 (USD Billion)
- 5.4. Digital Commerce Platform Market, Sub Segment Analysis
  - 5.4.1. Cloud-based
  - 5.4.2. On-premises

## **CHAPTER 6. GLOBAL DIGITAL COMMERCE PLATFORM MARKET, BY BUSINESS MODEL**

- 6.1. Market Snapshot
- 6.2. Global Digital Commerce Platform Market by Business Model, Performance - Potential Analysis
- 6.3. Global Digital Commerce Platform Market Estimates & Forecasts by Business Model 2017-2027 (USD Billion)
- 6.4. Digital Commerce Platform Market, Sub Segment Analysis
  - 6.4.1. B2B
  - 6.4.2. B2C
  - 6.4.3. Marketplace
  - 6.4.4. Others

## **CHAPTER 7. GLOBAL DIGITAL COMMERCE PLATFORM MARKET, BY ENTERPRISE SIZE**



- 7.1. Market Snapshot
- 7.2. Global Digital Commerce Platform Market by Enterprise Size, Performance - Potential Analysis
- 7.3. Global Digital Commerce Platform Market Estimates & Forecasts by Enterprise Size 2017-2027 (USD Billion)
- 7.4. Digital Commerce Platform Market, Sub Segment Analysis
  - 7.4.1. Small and Medium Enterprises (SMEs)
  - 7.4.2. Large Enterprises

## **CHAPTER 8. GLOBAL DIGITAL COMMERCE PLATFORM MARKET, BY INDUSTRY VERTICAL**

- 8.1. Market Snapshot
- 8.2. Global Digital Commerce Platform Market by Industry Vertical, Performance - Potential Analysis
- 8.3. Global Digital Commerce Platform Market Estimates & Forecasts by Industry Vertical 2017-2027 (USD Billion)
- 8.4. Digital Commerce Platform Market, Sub Segment Analysis
  - 8.4.1. Travel and Tourism
  - 8.4.2. Home Furnishings
  - 8.4.3. Electrical and Electronics
  - 8.4.4. Textile and Apparels
  - 8.4.5. Others

## **CHAPTER 9. GLOBAL DIGITAL COMMERCE PLATFORM MARKET, REGIONAL ANALYSIS**

- 9.1. Digital Commerce Platform Market, Regional Market Snapshot
- 9.2. North America Digital Commerce Platform Market
  - 9.2.1. U.S. Digital Commerce Platform Market
    - 9.2.1.1. Type breakdown estimates & forecasts, 2017-2027
    - 9.2.1.2. Business Model breakdown estimates & forecasts, 2017-2027
    - 9.2.1.3. Enterprise Size breakdown estimates & forecasts, 2017-2027
    - 9.2.1.4. Industry Vertical breakdown estimates & forecasts, 2017-2027
  - 9.2.2. Canada Digital Commerce Platform Market
- 9.3. Europe Digital Commerce Platform Market Snapshot
  - 9.3.1. U.K. Digital Commerce Platform Market
  - 9.3.2. Germany Digital Commerce Platform Market

- 9.3.3. France Digital Commerce Platform Market
- 9.3.4. Spain Digital Commerce Platform Market
- 9.3.5. Italy Digital Commerce Platform Market
- 9.3.6. Rest of Europe Digital Commerce Platform Market
- 9.4. Asia-Pacific Digital Commerce Platform Market Snapshot
  - 9.4.1. China Digital Commerce Platform Market
  - 9.4.2. India Digital Commerce Platform Market
  - 9.4.3. Japan Digital Commerce Platform Market
  - 9.4.4. Australia Digital Commerce Platform Market
  - 9.4.5. South Korea Digital Commerce Platform Market
  - 9.4.6. Rest of Asia Pacific Digital Commerce Platform Market
- 9.5. Latin America Digital Commerce Platform Market Snapshot
  - 9.5.1. Brazil Digital Commerce Platform Market
  - 9.5.2. Mexico Digital Commerce Platform Market
- 9.6. Rest of The World Digital Commerce Platform Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Top Market Strategies
- 10.2. Company Profiles
  - 10.2.1. 3dcart
    - 10.2.1.1. Key Information
    - 10.2.1.2. Overview
    - 10.2.1.3. Financial (Subject to Data Availability)
    - 10.2.1.4. Product Summary
    - 10.2.1.5. Recent Developments
  - 10.2.2. Adobe
  - 10.2.3. Big Cartel, LLC
  - 10.2.4. Kibo Software, Inc.
  - 10.2.5. PrestaShop
  - 10.2.6. Salesforce
  - 10.2.7. Shopify Inc.
  - 10.2.8. Squarespace
  - 10.2.9. Volusion, LLC
  - 10.2.10. WooCommerce

## **CHAPTER 11. RESEARCH PROCESS**

- 11.1. Research Process

- 11.1.1. Data Mining
- 11.1.2. Analysis
- 11.1.3. Market Estimation
- 11.1.4. Validation
- 11.1.5. Publishing
- 11.2. Research Attributes
- 11.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Digital Commerce Platform market, report scope

TABLE 2. Global Digital Commerce Platform market estimates & forecasts by Region 2017-2027 (USD Billion)

TABLE 3. Global Digital Commerce Platform market estimates & forecasts by Type 2017-2027 (USD Billion)

TABLE 4. Global Digital Commerce Platform market estimates & forecasts by Business Model 2017-2027 (USD Billion)

TABLE 5. Global Digital Commerce Platform market estimates & forecasts by Enterprise Size 2017-2027 (USD Billion)

TABLE 6. Global Digital Commerce Platform market estimates & forecasts by Industry Vertical 2017-2027 (USD Billion)

TABLE 7. Global Digital Commerce Platform market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 8. Global Digital Commerce Platform market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 9. Global Digital Commerce Platform market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 10. Global Digital Commerce Platform market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 11. Global Digital Commerce Platform market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 12. Global Digital Commerce Platform market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 13. Global Digital Commerce Platform market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 14. Global Digital Commerce Platform market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 15. Global Digital Commerce Platform market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 16. Global Digital Commerce Platform market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 17. U.S. Digital Commerce Platform market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 18. U.S. Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 19. U.S. Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 20. Canada Digital Commerce Platform market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 21. Canada Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 22. Canada Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 23. UK Digital Commerce Platform market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 24. UK Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 25. UK Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 26. Germany Digital Commerce Platform market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 27. Germany Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 28. Germany Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 29. RoE Digital Commerce Platform market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 30. RoE Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 31. RoE Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 32. China Digital Commerce Platform market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 33. China Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 34. China Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 35. India Digital Commerce Platform market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 36. India Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 37. India Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 38. Japan Digital Commerce Platform market estimates & forecasts, 2017-2027

(USD Billion)

TABLE 39. Japan Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 40. Japan Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 41. RoAPAC Digital Commerce Platform market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 42. RoAPAC Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 43. RoAPAC Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 44. Brazil Digital Commerce Platform market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 45. Brazil Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 46. Brazil Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 47. Mexico Digital Commerce Platform market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 48. Mexico Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 49. Mexico Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 50. RoLA Digital Commerce Platform market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 51. RoLA Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 52. RoLA Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 53. Row Digital Commerce Platform market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 54. Row Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 55. Row Digital Commerce Platform market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 56. List of secondary sources, used in the study of global Digital Commerce Platform market

TABLE 57. List of primary sources, used in the study of global Digital Commerce Platform market

TABLE 58. Years considered for the study

TABLE 59. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Digital Commerce Platform market, research methodology
- FIG 2. Global Digital Commerce Platform market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Digital Commerce Platform market, key trends 2019
- FIG 5. Global Digital Commerce Platform market, growth prospects 2020-2027
- FIG 6. Global Digital Commerce Platform market, porters 5 force model
- FIG 7. Global Digital Commerce Platform market, pest analysis
- FIG 8. Global Digital Commerce Platform market, value chain analysis
- FIG 9. Global Digital Commerce Platform market by segment, 2017 & 2027 (USD Billion)
- FIG 10. Global Digital Commerce Platform market by segment, 2017 & 2027 (USD Billion)
- FIG 11. Global Digital Commerce Platform market by segment, 2017 & 2027 (USD Billion)
- FIG 12. Global Digital Commerce Platform market by segment, 2017 & 2027 (USD Billion)
- FIG 13. Global Digital Commerce Platform market by segment, 2017 & 2027 (USD Billion)
- FIG 14. Global Digital Commerce Platform market, regional snapshot 2017 & 2027
- FIG 15. North America Digital Commerce Platform market 2017 & 2027 (USD Billion)
- FIG 16. Europe Digital Commerce Platform market 2017 & 2027 (USD Billion)
- FIG 17. Asia pacific Digital Commerce Platform market 2017 & 2027 (USD Billion)
- FIG 18. Latin America Digital Commerce Platform market 2017 & 2027 (USD Billion)
- FIG 19. Global Digital Commerce Platform market, company market share analysis (2019)

### COMPANIES MENTIONED

3dcart  
Adobe  
Big Cartel, LLC  
Kibo Software, Inc.  
PrestaShop  
Salesforce  
Shopify Inc.



Squarespace  
Volusion, LLC  
WooCommerce

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