

Global Live Commerce Platforms Market Size study, by Category (Apparel & Fashion, Cosmetics & Personal Care, Consumer Electronics, Furnishing, Entertainment, Others) and Regional Forecasts 2022-2032

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Abstracts

Global Live Commerce Platforms Market is valued at approximately USD 918 million in 2023 and is anticipated to grow with a healthy growth rate of more than 21.20% over the forecast period 2024-2032. Live commerce platforms are also known as live shopping or live streaming commerce broadcast live video to facilitate real-time interaction between sellers and buyers, inspired by traditional advertisements and home shopping networks. They merge social media, e-commerce features, and video streaming to produce appealing shopping experiences. Sellers showcase products or services live, enabling viewers to interact by commenting, asking questions, and receiving immediate feedback, enhancing authenticity and transparency. In the Global Live Commerce Platform Market, these live commerce platforms offer instant purchases and influence social networks to expand audience reach and build community. They are used for product launches, demonstrations, flash sales, and promoting events, catering to modern consumer preferences for interactive and genuine shopping experiences. Moreover, there's a growing emphasis on integrating Augmented Reality (AR) and Virtual Reality (VR) technologies within live commerce streams, improving product demonstrations and creating engaging shopping experiences for consumers in the Global Live Commerce Market.

The Global Live Commerce Platforms Market is driven by several factors such as technological advancements, varying consumer behavior, and the rise of social media influencers. Influencers, with their large, engaged followings, can generate authentic, relevant content that resonates with viewers, increasing product visibility and trust. Their

real-time communication during live streams improves consumer engagement and drive instant purchase decisions. Influencers' recommendations provide a sense of consistency and trendiness, making live commerce a dynamic and effective sales channel, particularly among younger, tech-savvy consumers who prioritize personalized and interactive shopping experiences. However, technical barriers and regulatory challenges can hinder the market growth in forecasts period.

The key regions considered for the Global Live Commerce Platforms Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, Asia-Pacific is dominating the Global Live Commerce Platform Market in terms of revenue due to its early adoption and rapid growth of live commerce in the region, with platforms such as Taobao Live and JD Live leading the way. Chinese consumers are involved in live streaming for shopping, attracted by the interactive and engaging format. The market is leading due to strong internet infrastructure, wide smartphone usage, and a culture of social media involvement. Additionally, local influencers and celebrities play a significant role in promoting products, driving high viewer engagement and sales. Furthermore, the market in North America is the fastest growing region in the forecasts period.

Major market player included in this report are:

Comment Sold, Inc.

Ghost Retail Inc.

Loop Now Technologies, Inc. (Firework)

iShopShops Inc.

TalkShopLive Inc.

Restream, Inc.

Bambuser AB

Livescale Technologies Inc.

Giosg.com Ltd.

Klarna Bank AB (publ)

The detailed segments and sub-segment of the market are explained below:

By Category

Apparel & Fashion

Cosmetics & Personal Care

Consumer Electronics

Furnishing

Entertainment

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

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

Contents

CHAPTER 1. GLOBAL LIVE COMMERCE PLATFORMS MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 1.1. Research Objective
- 1.2. Market Definition
- 1.3. Research Assumptions
 - 1.3.1. Inclusion & Exclusion
 - 1.3.2. Limitations
 - 1.3.3. Supply Side Analysis
 - 1.3.3.1. Availability
 - 1.3.3.2. Infrastructure
 - 1.3.3.3. Regulatory Environment
 - 1.3.3.4. Market Competition
 - 1.3.3.5. Economic Viability (Consumer's Perspective)
 - 1.3.4. Demand Side Analysis
 - 1.3.4.1. Regulatory frameworks
 - 1.3.4.2. Technological Advancements
 - 1.3.4.3. Environmental Considerations
 - 1.3.4.4. Consumer Awareness & Acceptance
- 1.4. Estimation Methodology
- 1.5. Years Considered for the Study
- 1.6. Currency Conversion Rates

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Global Live Commerce Platforms Market Size & Forecast (2022- 2032)
- 2.2. Regional Summary
- 2.3. Segmental Summary
 - 2.3.1. By Category
- 2.4. Key Trends
- 2.5. Recession Impact
- 2.6. Analyst Recommendation & Conclusion

CHAPTER 3. GLOBAL LIVE COMMERCE PLATFORMS MARKET DYNAMICS

- 3.1. Market Drivers
- 3.2. Market Challenges

3.3. Market Opportunities

CHAPTER 4. GLOBAL LIVE COMMERCE PLATFORMS 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
- 4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Top investment opportunity

4.4. Top winning strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL LIVE COMMERCE PLATFORMS MARKET SIZE & FORECASTS BY CATEGORY 2022-2032

5.1. Apparel & Fashion

5.2. Cosmetics & Personal Care

5.3. Consumer Electronics

5.4. Furnishing

5.5. Entertainment

5.6. Others

CHAPTER 6. GLOBAL LIVE COMMERCE PLATFORMS MARKET SIZE & FORECASTS BY REGION 2022-2032

- 6.1. North America Live Commerce Platforms Market
 - 6.1.1. U.S. Live Commerce Platforms Market
 - 6.1.1.1. Category breakdown size & forecasts, 2022-2032
 - 6.1.2. Canada Live Commerce Platforms Market
- 6.2. Europe Live Commerce Platforms Market
 - 6.2.1. U.K. Live Commerce Platforms Market
 - 6.2.2. Germany Live Commerce Platforms Market
 - 6.2.3. France Live Commerce Platforms Market
 - 6.2.4. Spain Live Commerce Platforms Market
 - 6.2.5. Italy Live Commerce Platforms Market
 - 6.2.6. Rest of Europe Live Commerce Platforms Market
- 6.3. Asia-Pacific Live Commerce Platforms Market
 - 6.3.1. China Live Commerce Platforms Market
 - 6.3.2. India Live Commerce Platforms Market
 - 6.3.3. Japan Live Commerce Platforms Market
 - 6.3.4. Australia Live Commerce Platforms Market
 - 6.3.5. South Korea Live Commerce Platforms Market
 - 6.3.6. Rest of Asia Pacific Live Commerce Platforms Market
- 6.4. Latin America Live Commerce Platforms Market
 - 6.4.1. Brazil Live Commerce Platforms Market
 - 6.4.2. Mexico Live Commerce Platforms Market
 - 6.4.3. Rest of Latin America Live Commerce Platforms Market
- 6.5. Middle East & Africa Live Commerce Platforms Market
 - 6.5.1. Saudi Arabia Live Commerce Platforms Market
 - 6.5.2. South Africa Live Commerce Platforms Market
 - 6.5.3. Rest of Middle East & Africa Live Commerce Platforms Market

CHAPTER 7. COMPETITIVE INTELLIGENCE

- 7.1. Key Company SWOT Analysis
 - 7.1.1. Company
 - 7.1.2. Company
 - 7.1.3. Company
- 7.2. Top Market Strategies
- 7.3. Company Profiles
 - 7.3.1. Comment Sold, Inc.
 - 7.3.1.1. Key Information
 - 7.3.1.2. Overview
 - 7.3.1.3. Financial (Subject to Data Availability)

- 7.3.1.4. Product Summary
- 7.3.1.5. Market Strategies
- 7.3.2. Ghost Retail Inc.
- 7.3.3. Loop Now Technologies, Inc. (Firework)
- 7.3.4. iShopShops Inc.
- 7.3.5. TalkShopLive Inc.
- 7.3.6. Restream, Inc.
- 7.3.7. Bambuser AB
- 7.3.8. Livescale Technologies Inc.
- 7.3.9. Giosg.com Ltd.
- 7.3.10. Klarna Bank AB (publ)

CHAPTER 8. RESEARCH PROCESS

- 8.1. Research Process
 - 8.1.1. Data Mining
 - 8.1.2. Analysis
 - 8.1.3. Market Estimation
 - 8.1.4. Validation
 - 8.1.5. Publishing
- 8.2. Research Attributes

List Of Tables

LIST OF TABLES

- TABLE 1. Global Live Commerce Platforms market, report scope
- TABLE 2. Global Live Commerce Platforms market estimates & forecasts by Region 2022-2032 (USD Million)
- TABLE 3. Global Live Commerce Platforms market estimates & forecasts by Category 2022-2032 (USD Million)
- TABLE 4. Global Live Commerce Platforms market by segment, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 5. Global Live Commerce Platforms market by region, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 6. Global Live Commerce Platforms market by segment, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 7. Global Live Commerce Platforms market by region, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 8. Global Live Commerce Platforms market by segment, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 9. Global Live Commerce Platforms market by region, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 10. Global Live Commerce Platforms market by segment, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 11. Global Live Commerce Platforms market by region, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 12. Global Live Commerce Platforms market by segment, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 13. Global Live Commerce Platforms market by region, estimates & forecasts, 2022-2032 (USD Million)
- TABLE 14. U.S. Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)
- TABLE 15. U.S. Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)
- TABLE 16. U.S. Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)
- TABLE 17. Canada Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)
- TABLE 18. Canada Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 19. Canada Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 20. UK Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 21. UK Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 22. UK Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 23. Germany Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 24. Germany Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 25. Germany Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 26. France Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 27. France Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 28. France Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 29. Italy Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 30. Italy Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 31. Italy Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 32. Spain Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 33. Spain Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 34. Spain Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 35. RoE Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 36. RoE Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 37. RoE Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 38. China Live Commerce Platforms market estimates & forecasts, 2022-2032

(USD Million)

TABLE 39. China Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 40. China Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 41. India Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 42. India Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 43. India Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 44. Japan Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 45. Japan Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 46. Japan Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 47. Australia Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 48. Australia Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 49. Australia Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 50. South Korea Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 51. South Korea Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 52. South Korea Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 54. RoAPAC Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 55. RoAPAC Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 56. RoAPAC Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 57. Brazil Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 58. Brazil Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 59. Brazil Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 60. Mexico Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 61. Mexico Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 62. Mexico Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 63. RoLA Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 64. RoLA Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 65. RoLA Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 66. Saudi Arabia Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 67. Saudi Arabia Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 68. Saudi Arabia Live Commerce Platforms market estimates & forecasts, 2022-2032 (USD Million)

TABLE 69. South Africa Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 71. South Africa Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 72. South Africa Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 73. RoMEA Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 74. RoMEA Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 75. RoMEA Live Commerce Platforms market estimates & forecasts by segment 2022-2032 (USD Million)

TABLE 76. List of secondary sources, used in the study of Global Live Commerce Platforms Market.

TABLE 77. List of primary sources, used in the study of Global Live Commerce Platforms Market.

TABLE 78. Years considered for the study.

TABLE 79. Exchange rates considered.

List Of Figures

LIST OF FIGURES

- FIG 1. Global Live Commerce Platforms market, research methodology
- FIG 2. Global Live Commerce Platforms market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods.
- FIG 4. Global Live Commerce Platforms market, key trends 2023
- FIG 5. Global Live Commerce Platforms market, growth prospects 2022-2032
- FIG 6. Global Live Commerce Platforms market, porters 5 force model
- FIG 7. Global Live Commerce Platforms market, pestel analysis
- FIG 8. Global Live Commerce Platforms market, value chain analysis
- FIG 9. Global Live Commerce Platforms market by segment, 2022 & 2032 (USD Million)
- FIG 10. Global Live Commerce Platforms market by segment, 2022 & 2032 (USD Million)
- FIG 11. Global Live Commerce Platforms market by segment, 2022 & 2032 (USD Million)
- FIG 12. Global Live Commerce Platforms market by segment, 2022 & 2032 (USD Million)
- FIG 13. Global Live Commerce Platforms market by segment, 2022 & 2032 (USD Million)
- FIG 14. Global Live Commerce Platforms market, regional snapshot 2022 & 2032
- FIG 15. North America Live Commerce Platforms market 2022 & 2032 (USD Million)
- FIG 16. Europe Live Commerce Platforms market 2022 & 2032 (USD Million)
- FIG 17. Asia pacific Live Commerce Platforms market 2022 & 2032 (USD Million)
- FIG 18. Latin America Live Commerce Platforms market 2022 & 2032 (USD Million)
- FIG 19. Middle East & Africa Live Commerce Platforms market 2022 & 2032 (USD Million)
- FIG 20. Global Live Commerce Platforms market, company market share analysis (2023)

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