

# **Global Video Commerce Market Size study & Forecast, by Platform (Social Media Platforms, E-commerce Platforms, Video Streaming Platforms, Live Streaming Platforms), by End-User (Retail and E-commerce, Fashion and Beauty, Electronics and Gadgets, Home and Furniture, Food and Beverage, Travel and Hospitality), and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Video Commerce Market is valued at approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Video Commerce refers to the use of video content and technology to drive and facilitate commercial activities, including marketing, sales, and customer engagement. It combines the power of video with e-commerce, allowing businesses, brands, and influencers to showcase products, provide demonstrations, and create interactive shopping experiences for consumers. The major driving factors for the Global Video Commerce Market are the growing popularity of video content and influencer marketing and social proof. Moreover, the rise of live streaming and advancements in technology are creating lucrative growth opportunities for the market over the forecast period 2023-2030.

Platforms such as Twitch, YouTube Live, Facebook Live, and Instagram Live have experienced significant growth in user engagement and viewership since 2020. Many individuals and businesses have started using these platforms to connect with their audiences in real time, whether it's for gaming, entertainment, educational content, or live events. according to Statista, worldwide spending on digital advertising is rising and

growing at an increasing rate, USD 521.02 billion were spent on digital advertising globally in 2021. According to the source, spending would amount to 876 billion dollars by 2026. However, the high cost of Video Commerce stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Video Commerce Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America is a significant market for Video Commerce, driven by the presence of major e-commerce players, social media platforms, and streaming services. The United States and Canada have a large consumer base and strong digital infrastructure, fostering the growth of Video Commerce. The region has seen a rise in influencer-driven sales and live shopping events, with brands leveraging social media platforms for video-based marketing and sales. Asia Pacific is a rapidly growing market for Video Commerce, fueled by increasing internet penetration, smartphone adoption, and rising e-commerce activities. Countries such as China, Japan, South Korea, and India are key players in the region. Video Commerce in Asia Pacific is driven by live streaming platforms, social commerce, and the influence of key opinion leaders (KOLs) and influencers on consumer purchasing decisions.

Major market player included in this report are:

Alibaba Group (Taobao)

Shopify Inc.

Amazon.com, Inc. (Amazon Live)

Alphabet Inc. (Youtube)

Wayfair Inc.

Bambuser

Channelize.io

Firework

LiSA Social Commerce

## BuyWith

### Recent Developments in the Market:

In February 2023, Stage TEN and Shopify announce the introduction of live video shopping in the consumer-facing Shop app of Shopify, providing businesses with a potent new means of connecting with customers for in-the-moment, conversational commerce experiences.

### Global Video Commerce Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Platform, End-User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

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 Platform offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Platform:

Social Media Platforms

E-commerce Platforms

Video Streaming Platforms

Live Streaming Platforms

By End-User:

Retail and E-commerce

Fashion and Beauty

Electronics and Gadgets

Home and Furniture

Food and Beverage

Travel and Hospitality

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

Rest of Middle East & Africa

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