

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

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## **Abstracts**

US Live Commerce Platforms Market is valued at approximately USD 169 million in 2023 and is anticipated to grow with a healthy growth rate of more than 24.27% over the forecast period 2024-2032. Live commerce platforms, also referred to as live shopping or live streaming commerce, utilize live video to allow immediate interaction between sellers and buyers, drawing inspiration from traditional ads and home shopping networks. They integrate social media, e-commerce elements, and video streaming to create appealing shopping experiences. Vendors display products or services in real-time, enabling audiences to interact via comments, queries, and prompt replies, fostering genuineness and transparency. In the US Live Commerce Platforms Market, these platforms make purchasing quick and utilize social media to expand their reach and build a community. They are utilized for launching new products, displaying, limited-time sales, and advertising events, catering to the needs of modern consumers for interactive and genuine shopping experiences. Moreover, in the US Live Commerce Market, there is a growing trend towards integrating enhanced features such as gamification and real-time customer engagement tools to improve the shopping experience and drive sales.

The US Live Commerce Platforms market is driven by several factors such as high internet penetration, the popularity of influencer marketing, and the integration of live streaming with established e-commerce platforms. Integration of live streaming abilities into existing e-commerce giants such as Amazon, Walmart, and Shopify. This combination allows brands and sellers to demonstrate their products in real time, providing consumers with interactive shopping experiences that improve engagement

and conversion rates. Businesses can effectively showcase product features, address customer inquiries in real-time, and ultimately stimulate desired purchases by utilizing live video. However worries about data security and obstacles related to consumer protection laws raise privacy concerns. These variables may influence consumer trust and impede the widespread acceptance of live commerce platforms in the American market.

Major market player included in this report are:

Comment Sold, Inc

Ghost Retail Inc.

Loop Now Technologies, Inc. (Firework)

iShopShops Inc.

Company 5

Company 6

Company 7

Company 8

Company 9

Company 10

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

By Category

Apparel & Fashion

Cosmetics & Personal Care

Consumer Electronics

Furnishing

Entertainment

Others

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 Country 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.

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