

Global Live Shopping Platform Market Research Report 2026(Status and Outlook)

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Abstracts

A live shopping platform is an online platform that combines live - streaming technology with e - commerce, enabling hosts or influencers to showcase, demonstrate, and sell products in real - time through video broadcasts. Live shopping platforms create a real - time interactive shopping environment. During the live stream, hosts present product features, uses, and advantages. Viewers can purchase the products they are interested in through links, tags, pinned comments, or other online elements in the live - stream interface. Core Elements: It is presented in real - time video format, as opposed to being pre - recorded. And it is centered around products that customers can buy, with purchase channels realized through various online means.

The global Live Shopping Platform market size was estimated at USD 1106.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 15.60% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Live Shopping Platform market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Live

Shopping Platform market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Live Shopping Platform market.

Global Live Shopping Platform Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Bambuser
Hero
Microsoft Stream
Facebook
Instagram
Whisbi
Channelize.io
Livescale
Smartzr
NTWRK
Conferwith
LiSA
Amazon Live
Buywith

Clicktivated
HapYak
Popshop Live
Google
YouTube
Brandlive
MikMak
Yeay
Sparkly
SWIRL
GoLive
Flux Panda
TalkShopLive
Twitter
Revo
ShopperON

Market Segmentation (by Type)

E-commerce Platform
Social Media Platform
Dedicated Live-Shopping Platform

Market Segmentation (by Application)

Retail Industry
Digital Home Appliances
Education and Training
Others

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Live Shopping Platform Market

Overview of the regional outlook of the Live Shopping Platform Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Live Shopping Platform Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types,

covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Live Shopping Platform, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region

as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Live Shopping Platform
- 1.2 Key Market Segments
 - 1.2.1 Live Shopping Platform Segment by Type
 - 1.2.2 Live Shopping Platform Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 LIVE SHOPPING PLATFORM MARKET OVERVIEW

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 LIVE SHOPPING PLATFORM MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global Live Shopping Platform Product Life Cycle
- 3.3 Global Live Shopping Platform Revenue Market Share by Company (2020-2025)
- 3.4 Live Shopping Platform Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.5 Headquarters, Areas Served, and Product Types of Major Players
- 3.6 Live Shopping Platform Market Competitive Situation and Trends
 - 3.6.1 Live Shopping Platform Market Concentration Rate
 - 3.6.2 Global 5 and 10 Largest Live Shopping Platform Players Market Share by Revenue
 - 3.6.3 Mergers & Acquisitions, Expansion

4 LIVE SHOPPING PLATFORM VALUE CHAIN ANALYSIS

- 4.1 Live Shopping Platform Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF LIVE SHOPPING PLATFORM MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Live Shopping Platform Market Porter's Five Forces Analysis

6 LIVE SHOPPING PLATFORM MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Live Shopping Platform Market by Type (2020-2025)

6.3 Global Live Shopping Platform Market Size Growth Rate by Type (2021-2025)

7 LIVE SHOPPING PLATFORM MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Live Shopping Platform Market Size (M USD) by Application (2020-2025)

7.3 Global Live Shopping Platform Market Size Growth Rate by Application (2021-2025)

8 LIVE SHOPPING PLATFORM MARKET SEGMENTATION BY REGION

8.1 Global Live Shopping Platform Market Size by Region

8.1.1 Global Live Shopping Platform Market Size by Region

8.1.2 Global Live Shopping Platform Market Size Market Share by Region

8.2 North America

8.2.1 North America Live Shopping Platform Market Size by Country

8.2.2 U.S.

8.2.3 Canada

- 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Live Shopping Platform Market Size by Country
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 U.K.
 - 8.3.5 Italy
 - 8.3.6 Spain
- 8.4 Asia Pacific
 - 8.4.1 Asia Pacific Live Shopping Platform Market Size by Region
 - 8.4.2 China
 - 8.4.3 Japan
 - 8.4.4 South Korea
 - 8.4.5 India
 - 8.4.6 Southeast Asia
- 8.5 South America
 - 8.5.1 South America Live Shopping Platform Market Size by Country
 - 8.5.2 Brazil
 - 8.5.3 Argentina
 - 8.5.4 Columbia
- 8.6 Middle East and Africa
 - 8.6.1 Middle East and Africa Live Shopping Platform Market Size by Region
 - 8.6.2 Saudi Arabia
 - 8.6.3 UAE
 - 8.6.4 Egypt
 - 8.6.5 Nigeria
 - 8.6.6 South Africa

9 KEY COMPANIES PROFILE

- 9.1 Bambuser
 - 9.1.1 Bambuser Basic Information
 - 9.1.2 Bambuser Live Shopping Platform Product Overview
 - 9.1.3 Bambuser Live Shopping Platform Product Market Performance
 - 9.1.4 Bambuser SWOT Analysis
 - 9.1.5 Bambuser Business Overview
 - 9.1.6 Bambuser Recent Developments
- 9.2 Hero
 - 9.2.1 Hero Basic Information

- 9.2.2 Hero Live Shopping Platform Product Overview
- 9.2.3 Hero Live Shopping Platform Product Market Performance
- 9.2.4 Hero SWOT Analysis
- 9.2.5 Hero Business Overview
- 9.2.6 Hero Recent Developments
- 9.3 Microsoft Stream
 - 9.3.1 Microsoft Stream Basic Information
 - 9.3.2 Microsoft Stream Live Shopping Platform Product Overview
 - 9.3.3 Microsoft Stream Live Shopping Platform Product Market Performance
 - 9.3.4 Microsoft Stream SWOT Analysis
 - 9.3.5 Microsoft Stream Business Overview
 - 9.3.6 Microsoft Stream Recent Developments
- 9.4 Facebook
 - 9.4.1 Facebook Basic Information
 - 9.4.2 Facebook Live Shopping Platform Product Overview
 - 9.4.3 Facebook Live Shopping Platform Product Market Performance
 - 9.4.4 Facebook Business Overview
 - 9.4.5 Facebook Recent Developments
- 9.5 Instagram
 - 9.5.1 Instagram Basic Information
 - 9.5.2 Instagram Live Shopping Platform Product Overview
 - 9.5.3 Instagram Live Shopping Platform Product Market Performance
 - 9.5.4 Instagram Business Overview
 - 9.5.5 Instagram Recent Developments
- 9.6 Whisbi
 - 9.6.1 Whisbi Basic Information
 - 9.6.2 Whisbi Live Shopping Platform Product Overview
 - 9.6.3 Whisbi Live Shopping Platform Product Market Performance
 - 9.6.4 Whisbi Business Overview
 - 9.6.5 Whisbi Recent Developments
- 9.7 Channelize.io
 - 9.7.1 Channelize.io Basic Information
 - 9.7.2 Channelize.io Live Shopping Platform Product Overview
 - 9.7.3 Channelize.io Live Shopping Platform Product Market Performance
 - 9.7.4 Channelize.io Business Overview
 - 9.7.5 Channelize.io Recent Developments
- 9.8 Livescale
 - 9.8.1 Livescale Basic Information
 - 9.8.2 Livescale Live Shopping Platform Product Overview

- 9.8.3 Livescale Live Shopping Platform Product Market Performance
- 9.8.4 Livescale Business Overview
- 9.8.5 Livescale Recent Developments
- 9.9 Smartzr
 - 9.9.1 Smartzr Basic Information
 - 9.9.2 Smartzr Live Shopping Platform Product Overview
 - 9.9.3 Smartzr Live Shopping Platform Product Market Performance
 - 9.9.4 Smartzr Business Overview
 - 9.9.5 Smartzr Recent Developments
- 9.10 NTWRK
 - 9.10.1 NTWRK Basic Information
 - 9.10.2 NTWRK Live Shopping Platform Product Overview
 - 9.10.3 NTWRK Live Shopping Platform Product Market Performance
 - 9.10.4 NTWRK Business Overview
 - 9.10.5 NTWRK Recent Developments
- 9.11 Conferwith
 - 9.11.1 Conferwith Basic Information
 - 9.11.2 Conferwith Live Shopping Platform Product Overview
 - 9.11.3 Conferwith Live Shopping Platform Product Market Performance
 - 9.11.4 Conferwith Business Overview
 - 9.11.5 Conferwith Recent Developments
- 9.12 LiSA
 - 9.12.1 LiSA Basic Information
 - 9.12.2 LiSA Live Shopping Platform Product Overview
 - 9.12.3 LiSA Live Shopping Platform Product Market Performance
 - 9.12.4 LiSA Business Overview
 - 9.12.5 LiSA Recent Developments
- 9.13 Amazon Live
 - 9.13.1 Amazon Live Basic Information
 - 9.13.2 Amazon Live Live Shopping Platform Product Overview
 - 9.13.3 Amazon Live Live Shopping Platform Product Market Performance
 - 9.13.4 Amazon Live Business Overview
 - 9.13.5 Amazon Live Recent Developments
- 9.14 Buywith
 - 9.14.1 Buywith Basic Information
 - 9.14.2 Buywith Live Shopping Platform Product Overview
 - 9.14.3 Buywith Live Shopping Platform Product Market Performance
 - 9.14.4 Buywith Business Overview
 - 9.14.5 Buywith Recent Developments

9.15 Clicktivated

9.15.1 Clicktivated Basic Information

9.15.2 Clicktivated Live Shopping Platform Product Overview

9.15.3 Clicktivated Live Shopping Platform Product Market Performance

9.15.4 Clicktivated Business Overview

9.15.5 Clicktivated Recent Developments

9.16 HapYak

9.16.1 HapYak Basic Information

9.16.2 HapYak Live Shopping Platform Product Overview

9.16.3 HapYak Live Shopping Platform Product Market Performance

9.16.4 HapYak Business Overview

9.16.5 HapYak Recent Developments

9.17 Popshop Live

9.17.1 Popshop Live Basic Information

9.17.2 Popshop Live Live Shopping Platform Product Overview

9.17.3 Popshop Live Live Shopping Platform Product Market Performance

9.17.4 Popshop Live Business Overview

9.17.5 Popshop Live Recent Developments

9.18 Google

9.18.1 Google Basic Information

9.18.2 Google Live Shopping Platform Product Overview

9.18.3 Google Live Shopping Platform Product Market Performance

9.18.4 Google Business Overview

9.18.5 Google Recent Developments

9.19 YouTube

9.19.1 YouTube Basic Information

9.19.2 YouTube Live Shopping Platform Product Overview

9.19.3 YouTube Live Shopping Platform Product Market Performance

9.19.4 YouTube Business Overview

9.19.5 YouTube Recent Developments

9.20 Brandlive

9.20.1 Brandlive Basic Information

9.20.2 Brandlive Live Shopping Platform Product Overview

9.20.3 Brandlive Live Shopping Platform Product Market Performance

9.20.4 Brandlive Business Overview

9.20.5 Brandlive Recent Developments

9.21 MikMak

9.21.1 MikMak Basic Information

9.21.2 MikMak Live Shopping Platform Product Overview

- 9.21.3 MikMak Live Shopping Platform Product Market Performance
- 9.21.4 MikMak Business Overview
- 9.21.5 MikMak Recent Developments
- 9.22 Yeay
 - 9.22.1 Yeay Basic Information
 - 9.22.2 Yeay Live Shopping Platform Product Overview
 - 9.22.3 Yeay Live Shopping Platform Product Market Performance
 - 9.22.4 Yeay Business Overview
 - 9.22.5 Yeay Recent Developments
- 9.23 Sparkly
 - 9.23.1 Sparkly Basic Information
 - 9.23.2 Sparkly Live Shopping Platform Product Overview
 - 9.23.3 Sparkly Live Shopping Platform Product Market Performance
 - 9.23.4 Sparkly Business Overview
 - 9.23.5 Sparkly Recent Developments
- 9.24 SWIRL
 - 9.24.1 SWIRL Basic Information
 - 9.24.2 SWIRL Live Shopping Platform Product Overview
 - 9.24.3 SWIRL Live Shopping Platform Product Market Performance
 - 9.24.4 SWIRL Business Overview
 - 9.24.5 SWIRL Recent Developments
- 9.25 GoLive
 - 9.25.1 GoLive Basic Information
 - 9.25.2 GoLive Live Shopping Platform Product Overview
 - 9.25.3 GoLive Live Shopping Platform Product Market Performance
 - 9.25.4 GoLive Business Overview
 - 9.25.5 GoLive Recent Developments
- 9.26 Flux Panda
 - 9.26.1 Flux Panda Basic Information
 - 9.26.2 Flux Panda Live Shopping Platform Product Overview
 - 9.26.3 Flux Panda Live Shopping Platform Product Market Performance
 - 9.26.4 Flux Panda Business Overview
 - 9.26.5 Flux Panda Recent Developments
- 9.27 TalkShopLive
 - 9.27.1 TalkShopLive Basic Information
 - 9.27.2 TalkShopLive Live Shopping Platform Product Overview
 - 9.27.3 TalkShopLive Live Shopping Platform Product Market Performance
 - 9.27.4 TalkShopLive Business Overview
 - 9.27.5 TalkShopLive Recent Developments

9.28 Twitter

9.28.1 Twitter Basic Information

9.28.2 Twitter Live Shopping Platform Product Overview

9.28.3 Twitter Live Shopping Platform Product Market Performance

9.28.4 Twitter Business Overview

9.28.5 Twitter Recent Developments

9.29 Revo

9.29.1 Revo Basic Information

9.29.2 Revo Live Shopping Platform Product Overview

9.29.3 Revo Live Shopping Platform Product Market Performance

9.29.4 Revo Business Overview

9.29.5 Revo Recent Developments

9.30 ShopperON

9.30.1 ShopperON Basic Information

9.30.2 ShopperON Live Shopping Platform Product Overview

9.30.3 ShopperON Live Shopping Platform Product Market Performance

9.30.4 ShopperON Business Overview

9.30.5 ShopperON Recent Developments

10 LIVE SHOPPING PLATFORM MARKET FORECAST BY REGION

10.1 Global Live Shopping Platform Market Size Forecast

10.2 Global Live Shopping Platform Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Live Shopping Platform Market Size Forecast by Country

10.2.3 Asia Pacific Live Shopping Platform Market Size Forecast by Region

10.2.4 South America Live Shopping Platform Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Sales of Live Shopping Platform by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

11.1 Global Live Shopping Platform Market Forecast by Type (2026-2035)

11.1.1 Global Live Shopping Platform Market Size Forecast by Type (2026-2035)

11.2 Global Live Shopping Platform Market Forecast by Application (2026-2035)

11.2.1 Global Live Shopping Platform Market Size (M USD) Forecast by Application (2026-2035)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Live Shopping Platform Market Size by Type (M USD)
- Table 4. Global Live Shopping Platform Market Size by Application
- Table 5. Live Shopping Platform Market Size Comparison by Region (M USD)
- Table 6. Global Live Shopping Platform Revenue (M USD) by Company (2020-2025)
- Table 7. Global Live Shopping Platform Revenue Share by Company (2020-2025)
- Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Live Shopping Platform as of 2025)
- Table 9. Headquarters, Areas Served, and Product Types of Major Players
- Table 10. Product Type of Major Players
- Table 11. Global Live Shopping Platform Company Market Concentration Ratio (CR5 and HHI)
- Table 12. Mergers & Acquisitions, Expansion Plans
- Table 13. Midstream Market Analysis
- Table 14. Downstream Customer Analysis
- Table 15. Key Development Trends
- Table 16. Driving Factors
- Table 17. Live Shopping Platform Market Challenges
- Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026
- Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
- Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
- Table 21. Global Live Shopping Platform Market Size by Type (M USD)
- Table 22. Global Live Shopping Platform Market Size (M USD) by Type (2020-2025)
- Table 23. Global Live Shopping Platform Market Share by Type (2020-2025)
- Table 24. Global Live Shopping Platform Market Size Growth Rate by Type (2021-2025)
- Table 25. Global Live Shopping Platform Market Size by Application
- Table 26. Global Live Shopping Platform Market Size by Application (2020-2025) & (M USD)
- Table 27. Global Live Shopping Platform Market Share by Application (2020-2025)
- Table 28. Global Live Shopping Platform Market Size Growth Rate by Application (2021-2025)
- Table 29. Global Live Shopping Platform Market Size by Region (2020-2025) & (M USD)
- Table 30. Global Live Shopping Platform Market Size Market Share by Region

(2020-2025)

Table 31. North America Live Shopping Platform Market Size by Country (2020-2025) & (M USD)

Table 32. Europe Live Shopping Platform Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific Live Shopping Platform Market Size by Region (2020-2025) & (M USD)

Table 34. South America Live Shopping Platform Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa Live Shopping Platform Market Size by Region (2020-2025) & (M USD)

Table 36. Bambuser Basic Information

Table 37. Bambuser Live Shopping Platform Product Overview

Table 38. Bambuser Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)

Table 39. Bambuser SWOT Analysis

Table 40. Bambuser Business Overview

Table 41. Bambuser Recent Developments

Table 42. Hero Basic Information

Table 43. Hero Live Shopping Platform Product Overview

Table 44. Hero Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)

Table 45. Hero SWOT Analysis

Table 46. Hero Business Overview

Table 47. Hero Recent Developments

Table 48. Microsoft Stream Basic Information

Table 49. Microsoft Stream Live Shopping Platform Product Overview

Table 50. Microsoft Stream Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)

Table 51. Microsoft Stream SWOT Analysis

Table 52. Microsoft Stream Business Overview

Table 53. Microsoft Stream Recent Developments

Table 54. Facebook Basic Information

Table 55. Facebook Live Shopping Platform Product Overview

Table 56. Facebook Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)

Table 57. Facebook Business Overview

Table 58. Facebook Recent Developments

Table 59. Instagram Basic Information

- Table 60. Instagram Live Shopping Platform Product Overview
- Table 61. Instagram Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 62. Instagram Business Overview
- Table 63. Instagram Recent Developments
- Table 64. Whisbi Basic Information
- Table 65. Whisbi Live Shopping Platform Product Overview
- Table 66. Whisbi Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 67. Whisbi Business Overview
- Table 68. Whisbi Recent Developments
- Table 69. Channelize.io Basic Information
- Table 70. Channelize.io Live Shopping Platform Product Overview
- Table 71. Channelize.io Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 72. Channelize.io Business Overview
- Table 73. Channelize.io Recent Developments
- Table 74. Livescale Basic Information
- Table 75. Livescale Live Shopping Platform Product Overview
- Table 76. Livescale Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 77. Livescale Business Overview
- Table 78. Livescale Recent Developments
- Table 79. Smartzter Basic Information
- Table 80. Smartzter Live Shopping Platform Product Overview
- Table 81. Smartzter Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 82. Smartzter Business Overview
- Table 83. Smartzter Recent Developments
- Table 84. NTWRK Basic Information
- Table 85. NTWRK Live Shopping Platform Product Overview
- Table 86. NTWRK Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 87. NTWRK Business Overview
- Table 88. NTWRK Recent Developments
- Table 89. Conferwith Basic Information
- Table 90. Conferwith Live Shopping Platform Product Overview
- Table 91. Conferwith Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)

Table 92. Conferwith Business Overview

Table 93. Conferwith Recent Developments

Table 94. LiSA Basic Information

Table 95. LiSA Live Shopping Platform Product Overview

Table 96. LiSA Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)

Table 97. LiSA Business Overview

Table 98. LiSA Recent Developments

Table 99. Amazon Live Basic Information

Table 100. Amazon Live Live Shopping Platform Product Overview

Table 101. Amazon Live Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)

Table 102. Amazon Live Business Overview

Table 103. Amazon Live Recent Developments

Table 104. Buywith Basic Information

Table 105. Buywith Live Shopping Platform Product Overview

Table 106. Buywith Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)

Table 107. Buywith Business Overview

Table 108. Buywith Recent Developments

Table 109. Clicktivated Basic Information

Table 110. Clicktivated Live Shopping Platform Product Overview

Table 111. Clicktivated Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)

Table 112. Clicktivated Business Overview

Table 113. Clicktivated Recent Developments

Table 114. HapYak Basic Information

Table 115. HapYak Live Shopping Platform Product Overview

Table 116. HapYak Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)

Table 117. HapYak Business Overview

Table 118. HapYak Recent Developments

Table 119. Popshop Live Basic Information

Table 120. Popshop Live Live Shopping Platform Product Overview

Table 121. Popshop Live Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)

Table 122. Popshop Live Business Overview

Table 123. Popshop Live Recent Developments

Table 124. Google Basic Information

- Table 125. Google Live Shopping Platform Product Overview
- Table 126. Google Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 127. Google Business Overview
- Table 128. Google Recent Developments
- Table 129. YouTube Basic Information
- Table 130. YouTube Live Shopping Platform Product Overview
- Table 131. YouTube Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 132. YouTube Business Overview
- Table 133. YouTube Recent Developments
- Table 134. Brandlive Basic Information
- Table 135. Brandlive Live Shopping Platform Product Overview
- Table 136. Brandlive Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 137. Brandlive Business Overview
- Table 138. Brandlive Recent Developments
- Table 139. MikMak Basic Information
- Table 140. MikMak Live Shopping Platform Product Overview
- Table 141. MikMak Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 142. MikMak Business Overview
- Table 143. MikMak Recent Developments
- Table 144. Yeay Basic Information
- Table 145. Yeay Live Shopping Platform Product Overview
- Table 146. Yeay Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 147. Yeay Business Overview
- Table 148. Yeay Recent Developments
- Table 149. Sparkly Basic Information
- Table 150. Sparkly Live Shopping Platform Product Overview
- Table 151. Sparkly Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 152. Sparkly Business Overview
- Table 153. Sparkly Recent Developments
- Table 154. SWIRL Basic Information
- Table 155. SWIRL Live Shopping Platform Product Overview
- Table 156. SWIRL Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)

- Table 157. SWIRL Business Overview
- Table 158. SWIRL Recent Developments
- Table 159. GoLive Basic Information
- Table 160. GoLive Live Shopping Platform Product Overview
- Table 161. GoLive Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 162. GoLive Business Overview
- Table 163. GoLive Recent Developments
- Table 164. Flux Panda Basic Information
- Table 165. Flux Panda Live Shopping Platform Product Overview
- Table 166. Flux Panda Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 167. Flux Panda Business Overview
- Table 168. Flux Panda Recent Developments
- Table 169. TalkShopLive Basic Information
- Table 170. TalkShopLive Live Shopping Platform Product Overview
- Table 171. TalkShopLive Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 172. TalkShopLive Business Overview
- Table 173. TalkShopLive Recent Developments
- Table 174. Twitter Basic Information
- Table 175. Twitter Live Shopping Platform Product Overview
- Table 176. Twitter Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 177. Twitter Business Overview
- Table 178. Twitter Recent Developments
- Table 179. Revo Basic Information
- Table 180. Revo Live Shopping Platform Product Overview
- Table 181. Revo Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 182. Revo Business Overview
- Table 183. Revo Recent Developments
- Table 184. ShopperON Basic Information
- Table 185. ShopperON Live Shopping Platform Product Overview
- Table 186. ShopperON Live Shopping Platform Revenue (M USD) and Gross Margin (2020-2025)
- Table 187. ShopperON Business Overview
- Table 188. ShopperON Recent Developments
- Table 189. Global Live Shopping Platform Market Size Forecast by Region (2026-2035)

& (M USD)

Table 190. North America Live Shopping Platform Market Size Forecast by Country (2026-2035) & (M USD)

Table 191. Europe Live Shopping Platform Market Size Forecast by Country (2026-2035) & (M USD)

Table 192. Asia Pacific Live Shopping Platform Market Size Forecast by Region (2026-2035) & (M USD)

Table 193. South America Live Shopping Platform Market Size Forecast by Country (2026-2035) & (M USD)

Table 194. Middle East and Africa Live Shopping Platform Market Size Forecast by Country (2026-2035) & (M USD)

Table 195. Global Live Shopping Platform Market Size Forecast by Type (2026-2035) & (M USD)

Table 196. Global Live Shopping Platform Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industry Chain of Live Shopping Platform
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Live Shopping Platform Market Size (M USD), 2025-2035
- Figure 5. Global Live Shopping Platform Market Size (M USD) (2020-2035)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Live Shopping Platform Market Size by Country (M USD)
- Figure 10. Company Assessment Quadrant
- Figure 11. Global Live Shopping Platform Product Life Cycle
- Figure 12. Global Live Shopping Platform Revenue Share by Company in 2025
- Figure 13. Live Shopping Platform Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 14. The Global 5 and 10 Largest Players: Market Share by Live Shopping Platform Revenue in 2025
- Figure 15. Value Chain Map of Live Shopping Platform
- Figure 16. Global Live Shopping Platform Market PEST Analysis
- Figure 17. Global Live Shopping Platform Market Porter's Five Forces Analysis
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 19. Global Live Shopping Platform Market Share by Type
- Figure 20. Market Share of Live Shopping Platform by Type (2020-2025)
- Figure 21. Global Live Shopping Platform Market Size Growth Rate by Type (2021-2025)
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Live Shopping Platform Market Share by Application
- Figure 24. Global Live Shopping Platform Market Share by Application (2020-2025)
- Figure 25. Global Live Shopping Platform Market Share by Application in 2024
- Figure 26. Global Live Shopping Platform Market Size Growth Rate by Application (2021-2025)
- Figure 27. Global Live Shopping Platform Market Size Market Share by Region (2020-2025)
- Figure 28. North America Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 29. North America Live Shopping Platform Market Size Market Share by Country

in 2024

Figure 30. U.S. Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 31. Canada Live Shopping Platform Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico Live Shopping Platform Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe Live Shopping Platform Market Share by Country in 2024

Figure 35. Germany Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific Live Shopping Platform Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific Live Shopping Platform Market Size Market Share by Region in 2024

Figure 42. China Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America Live Shopping Platform Market Size and Growth Rate (M USD)

Figure 48. South America Live Shopping Platform Market Size Market Share by Country in 2024

Figure 49. Brazil Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa Live Shopping Platform Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa Live Shopping Platform Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa Live Shopping Platform Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global Live Shopping Platform Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global Live Shopping Platform Market Share Forecast by Type (2026-2035)

Figure 61. Global Live Shopping Platform Market Share Forecast by Application (2026-2035)

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