

Global Shopping Apps Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Shopping apps have become an integral part of the retail industry, offering consumers convenience, variety, and personalized shopping experiences. These apps allow users to browse, compare, and purchase products from the comfort of their homes or on-the-go. They typically feature a wide range of products from various brands, secure payment options, and delivery services.

The current market size for shopping apps in 2023 is estimated at approximately USD 350 million. This figure is expected to grow at a compound annual growth rate (CAGR) of 12.75% from 2024 to 2032, reaching USD 780 million by the end of the forecast period.

Several key growth drivers fuel the expansion of the shopping app market. Firstly, the increasing penetration of smartphones and internet connectivity globally has significantly boosted the adoption of shopping apps. Secondly, the growing preference for online shopping due to factors like convenience, discounts, and a wider product selection has further propelled the market. Additionally, the rise of e-commerce platforms and the integration of advanced technologies such as AI-driven recommendations and AR/VR experiences have enhanced the overall shopping app user experience, driving growth.

One prominent trend in the shopping app market is the surge in mobile commerce (m-commerce) activities. Consumers are increasingly using their smartphones and tablets to make purchases, leading to a shift from traditional brick-and-mortar retail to online shopping. This trend is supported by the convenience of mobile devices, secure

payment options, and the availability of shopping apps that cater to mobile users.

Another notable trend is the emphasis on personalization and customer engagement. Shopping apps are leveraging data analytics and AI algorithms to offer personalized product recommendations, discounts, and promotions based on user preferences and browsing history. This level of customization enhances user experience, fosters customer loyalty, and drives repeat purchases.

Furthermore, the integration of social commerce features within shopping apps is gaining traction. Social media platforms are being utilized as shopping channels, allowing users to discover products, read reviews, and make purchases without leaving the app. This trend capitalizes on social influence and user-generated content to drive sales and enhance brand engagement.

In terms of regional market distribution, leading markets for shopping apps include North America, Europe, and Asia Pacific. North America dominates the market due to high smartphone penetration, advanced digital infrastructure, and a strong e-commerce ecosystem. Europe follows closely, driven by tech-savvy consumers and a growing preference for online shopping. Asia Pacific is a key growth region, fueled by the rapid adoption of smartphones, expanding internet connectivity, and a burgeoning middle-class population with increasing disposable income.

Key challenges facing the shopping app market include fierce competition among app developers, data privacy concerns, cybersecurity threats, and the need to provide seamless omnichannel experiences. App developers must focus on enhancing cybersecurity measures, ensuring data protection compliance, and differentiating their offerings to stand out in a crowded market.

In conclusion, the shopping app market is poised for significant growth driven by technological advancements, changing consumer preferences, and the increasing adoption of mobile commerce. To capitalize on this growth, businesses in this sector should prioritize personalization, seamless user experiences, and cybersecurity to stay competitive and meet evolving consumer demands.

This report provides a deep insight into the global Shopping Apps market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Shopping Apps Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Shopping Apps market in any manner.

Global Shopping Apps Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Rent the Runway

Retail Me Not

Poshmark

Amazon

Honey

Wish

LIKEtoKNOW.it

Zulily

Etsy

Target

Zappos

Rakuten

Chairish

The RealReal

Instacart

Myntra

AJIO

Bewakoof

Nykaa

Tata Cliq

Paytm Mall

Limeroad

Shop clues

Alibaba

Pinduoduo

Jingdong

VIP

Market Segmentation (by Type)

Clothes Shopping App

Grocery Shopping App

Others

Market Segmentation (by Application)

Wholesale

Retail

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 Shopping Apps Market

Overview of the regional outlook of the Shopping Apps Market:

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 (USD Billion) 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

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 Shopping Apps 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Shopping Apps

1.2 Key Market Segments

1.2.1 Shopping Apps Segment by Type

1.2.2 Shopping Apps 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 SHOPPING APPS MARKET OVERVIEW

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 SHOPPING APPS MARKET COMPETITIVE LANDSCAPE

3.1 Global Shopping Apps Revenue Market Share by Company (2019-2024)

3.2 Shopping Apps Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.3 Company Shopping Apps Market Size Sites, Area Served, Product Type

3.4 Shopping Apps Market Competitive Situation and Trends

3.4.1 Shopping Apps Market Concentration Rate

3.4.2 Global 5 and 10 Largest Shopping Apps Players Market Share by Revenue

3.4.3 Mergers & Acquisitions, Expansion

4 SHOPPING APPS VALUE CHAIN ANALYSIS

4.1 Shopping Apps Value Chain Analysis

4.2 Midstream Market Analysis

4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF SHOPPING APPS MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 Mergers & Acquisitions
 - 5.5.2 Expansions
 - 5.5.3 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 SHOPPING APPS MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Shopping Apps Market Size Market Share by Type (2019-2024)
- 6.3 Global Shopping Apps Market Size Growth Rate by Type (2019-2024)

7 SHOPPING APPS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Shopping Apps Market Size (M USD) by Application (2019-2024)
- 7.3 Global Shopping Apps Market Size Growth Rate by Application (2019-2024)

8 SHOPPING APPS MARKET SEGMENTATION BY REGION

- 8.1 Global Shopping Apps Market Size by Region
 - 8.1.1 Global Shopping Apps Market Size by Region
 - 8.1.2 Global Shopping Apps Market Size Market Share by Region
- 8.2 North America
 - 8.2.1 North America Shopping Apps Market Size by Country
 - 8.2.2 U.S.
 - 8.2.3 Canada
 - 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Shopping Apps Market Size by Country
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 U.K.
 - 8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Shopping Apps 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 Shopping Apps 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 Shopping Apps 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 Rent the Runway

9.1.1 Rent the Runway Shopping Apps Basic Information

9.1.2 Rent the Runway Shopping Apps Product Overview

9.1.3 Rent the Runway Shopping Apps Product Market Performance

9.1.4 Rent the Runway Shopping Apps SWOT Analysis

9.1.5 Rent the Runway Business Overview

9.1.6 Rent the Runway Recent Developments

9.2 Retail Me Not

9.2.1 Retail Me Not Shopping Apps Basic Information

9.2.2 Retail Me Not Shopping Apps Product Overview

9.2.3 Retail Me Not Shopping Apps Product Market Performance

9.2.4 Retail Me Not Shopping Apps SWOT Analysis

9.2.5 Retail Me Not Business Overview

9.2.6 Retail Me Not Recent Developments

9.3 Poshmark

9.3.1 Poshmark Shopping Apps Basic Information

- 9.3.2 Poshmark Shopping Apps Product Overview
- 9.3.3 Poshmark Shopping Apps Product Market Performance
- 9.3.4 Poshmark Shopping Apps SWOT Analysis
- 9.3.5 Poshmark Business Overview
- 9.3.6 Poshmark Recent Developments

9.4 Amazon

- 9.4.1 Amazon Shopping Apps Basic Information
- 9.4.2 Amazon Shopping Apps Product Overview
- 9.4.3 Amazon Shopping Apps Product Market Performance
- 9.4.4 Amazon Business Overview
- 9.4.5 Amazon Recent Developments

9.5 Honey

- 9.5.1 Honey Shopping Apps Basic Information
- 9.5.2 Honey Shopping Apps Product Overview
- 9.5.3 Honey Shopping Apps Product Market Performance
- 9.5.4 Honey Business Overview
- 9.5.5 Honey Recent Developments

9.6 Wish

- 9.6.1 Wish Shopping Apps Basic Information
- 9.6.2 Wish Shopping Apps Product Overview
- 9.6.3 Wish Shopping Apps Product Market Performance
- 9.6.4 Wish Business Overview
- 9.6.5 Wish Recent Developments

9.7 LIKEtoKNOW.it

- 9.7.1 LIKEtoKNOW.it Shopping Apps Basic Information
- 9.7.2 LIKEtoKNOW.it Shopping Apps Product Overview
- 9.7.3 LIKEtoKNOW.it Shopping Apps Product Market Performance
- 9.7.4 LIKEtoKNOW.it Business Overview
- 9.7.5 LIKEtoKNOW.it Recent Developments

9.8 Zulily

- 9.8.1 Zulily Shopping Apps Basic Information
- 9.8.2 Zulily Shopping Apps Product Overview
- 9.8.3 Zulily Shopping Apps Product Market Performance
- 9.8.4 Zulily Business Overview
- 9.8.5 Zulily Recent Developments

9.9 Etsy

- 9.9.1 Etsy Shopping Apps Basic Information
- 9.9.2 Etsy Shopping Apps Product Overview
- 9.9.3 Etsy Shopping Apps Product Market Performance

9.9.4 Etsy Business Overview

9.9.5 Etsy Recent Developments

9.10 Target

9.10.1 Target Shopping Apps Basic Information

9.10.2 Target Shopping Apps Product Overview

9.10.3 Target Shopping Apps Product Market Performance

9.10.4 Target Business Overview

9.10.5 Target Recent Developments

9.11 Zappos

9.11.1 Zappos Shopping Apps Basic Information

9.11.2 Zappos Shopping Apps Product Overview

9.11.3 Zappos Shopping Apps Product Market Performance

9.11.4 Zappos Business Overview

9.11.5 Zappos Recent Developments

9.12 Rakuten

9.12.1 Rakuten Shopping Apps Basic Information

9.12.2 Rakuten Shopping Apps Product Overview

9.12.3 Rakuten Shopping Apps Product Market Performance

9.12.4 Rakuten Business Overview

9.12.5 Rakuten Recent Developments

9.13 Chairish

9.13.1 Chairish Shopping Apps Basic Information

9.13.2 Chairish Shopping Apps Product Overview

9.13.3 Chairish Shopping Apps Product Market Performance

9.13.4 Chairish Business Overview

9.13.5 Chairish Recent Developments

9.14 The RealReal

9.14.1 The RealReal Shopping Apps Basic Information

9.14.2 The RealReal Shopping Apps Product Overview

9.14.3 The RealReal Shopping Apps Product Market Performance

9.14.4 The RealReal Business Overview

9.14.5 The RealReal Recent Developments

9.15 Instacart

9.15.1 Instacart Shopping Apps Basic Information

9.15.2 Instacart Shopping Apps Product Overview

9.15.3 Instacart Shopping Apps Product Market Performance

9.15.4 Instacart Business Overview

9.15.5 Instacart Recent Developments

9.16 Myntra

- 9.16.1 Myntra Shopping Apps Basic Information
- 9.16.2 Myntra Shopping Apps Product Overview
- 9.16.3 Myntra Shopping Apps Product Market Performance
- 9.16.4 Myntra Business Overview
- 9.16.5 Myntra Recent Developments
- 9.17 AJIO
 - 9.17.1 AJIO Shopping Apps Basic Information
 - 9.17.2 AJIO Shopping Apps Product Overview
 - 9.17.3 AJIO Shopping Apps Product Market Performance
 - 9.17.4 AJIO Business Overview
 - 9.17.5 AJIO Recent Developments
- 9.18 Bewakoof
 - 9.18.1 Bewakoof Shopping Apps Basic Information
 - 9.18.2 Bewakoof Shopping Apps Product Overview
 - 9.18.3 Bewakoof Shopping Apps Product Market Performance
 - 9.18.4 Bewakoof Business Overview
 - 9.18.5 Bewakoof Recent Developments
- 9.19 Nykaa
 - 9.19.1 Nykaa Shopping Apps Basic Information
 - 9.19.2 Nykaa Shopping Apps Product Overview
 - 9.19.3 Nykaa Shopping Apps Product Market Performance
 - 9.19.4 Nykaa Business Overview
 - 9.19.5 Nykaa Recent Developments
- 9.20 Tata Cliq
 - 9.20.1 Tata Cliq Shopping Apps Basic Information
 - 9.20.2 Tata Cliq Shopping Apps Product Overview
 - 9.20.3 Tata Cliq Shopping Apps Product Market Performance
 - 9.20.4 Tata Cliq Business Overview
 - 9.20.5 Tata Cliq Recent Developments
- 9.21 Paytm Mall
 - 9.21.1 Paytm Mall Shopping Apps Basic Information
 - 9.21.2 Paytm Mall Shopping Apps Product Overview
 - 9.21.3 Paytm Mall Shopping Apps Product Market Performance
 - 9.21.4 Paytm Mall Business Overview
 - 9.21.5 Paytm Mall Recent Developments
- 9.22 Limeroad
 - 9.22.1 Limeroad Shopping Apps Basic Information
 - 9.22.2 Limeroad Shopping Apps Product Overview
 - 9.22.3 Limeroad Shopping Apps Product Market Performance

9.22.4 Limeroad Business Overview

9.22.5 Limeroad Recent Developments

9.23 Shop clues

9.23.1 Shop clues Shopping Apps Basic Information

9.23.2 Shop clues Shopping Apps Product Overview

9.23.3 Shop clues Shopping Apps Product Market Performance

9.23.4 Shop clues Business Overview

9.23.5 Shop clues Recent Developments

9.24 Alibaba

9.24.1 Alibaba Shopping Apps Basic Information

9.24.2 Alibaba Shopping Apps Product Overview

9.24.3 Alibaba Shopping Apps Product Market Performance

9.24.4 Alibaba Business Overview

9.24.5 Alibaba Recent Developments

9.25 Pinduoduo

9.25.1 Pinduoduo Shopping Apps Basic Information

9.25.2 Pinduoduo Shopping Apps Product Overview

9.25.3 Pinduoduo Shopping Apps Product Market Performance

9.25.4 Pinduoduo Business Overview

9.25.5 Pinduoduo Recent Developments

9.26 Jingdong

9.26.1 Jingdong Shopping Apps Basic Information

9.26.2 Jingdong Shopping Apps Product Overview

9.26.3 Jingdong Shopping Apps Product Market Performance

9.26.4 Jingdong Business Overview

9.26.5 Jingdong Recent Developments

9.27 VIP

9.27.1 VIP Shopping Apps Basic Information

9.27.2 VIP Shopping Apps Product Overview

9.27.3 VIP Shopping Apps Product Market Performance

9.27.4 VIP Business Overview

9.27.5 VIP Recent Developments

10 SHOPPING APPS REGIONAL MARKET FORECAST

10.1 Global Shopping Apps Market Size Forecast

10.2 Global Shopping Apps Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Shopping Apps Market Size Forecast by Country

10.2.3 Asia Pacific Shopping Apps Market Size Forecast by Region

10.2.4 South America Shopping Apps Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of Shopping Apps by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

11.1 Global Shopping Apps Market Forecast by Type (2025-2032)

11.2 Global Shopping Apps Market Forecast by Application (2025-2032)

12 CONCLUSION AND KEY FINDINGS

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