

Global Live E-commerce Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Live E-commerce market size will reach Million USD in 2025 and is projected to reach Million USD by 2032, with a CAGR of % (2025-2032). Notably, the China Live E-commerce market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Live e-commerce, also known as live-stream shopping or livestream e-commerce, is a form of online retail where sellers interact with their audience in real-time through live video broadcasts to showcase and sell products. This innovative approach combines the convenience of online shopping with the engaging elements of live streaming, allowing consumers to watch product demonstrations, ask questions, and make purchases directly within the streaming platform. Live e-commerce has gained significant popularity, particularly in the realm of social media, enabling brands and influencers to leverage the power of video content, create personalized shopping experiences, and foster a sense of community while driving sales and enhancing customer engagement.

The major global suppliers of Live E-commerce include Alibaba, Amazon, Byte Dance, Tencent, Inly Media, Kwai, Livby, Mogu Inc., Rocket Internet, Sea Group, Shoclef, ShopShops, Shunwang, ST&SAT, Streamlist, Gravy Live, Wayfair Inc., etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a

dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Live E-commerce. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Live E-commerce market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Live E-commerce market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Live E-commerce industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Live E-commerce Include:

Alibaba

Amazon

Byte Dance

Tencent

Inly Media

Kwai

Livby

Mogu Inc.

Rocket Internet

Sea Group

Shoclef

ShopShops

Shunwang

ST&SAT

Streamlist

Gravy Live

Wayfair Inc.

Live E-commerce Product Segment Include:

Domestic

Transboundary

Live E-commerce Product Application Include:

Clothes

Cosmetics

Daily Necessities

Food

Other

Chapter Scope

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