

# Alibaba Group Holding Ltd in Retail (World)

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Date: July 2024

Pages: 39

Price: US\$ 625.00 (Single User License)

ID: A58E302567FEEN

## Abstracts

Alibaba Group Holding Ltd is China's most important retailer and the second largest e-commerce retailer globally. Alibaba is, however, increasingly being challenged in China and abroad, as ByteDance and PDD Holdings emerge as significant threats to its online marketplace operations. In response, Alibaba is leveraging its extensive capabilities in cloud, AI and logistics to give it a strategic advantage, while innovating in customer experiences and retail operations to remain competitive.

Euromonitor International's Alibaba Group Holding Ltd in Retail (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Retail industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Retail E-Commerce, Retail Offline.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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