

# Alibaba Group Holding Ltd in Retailing (World)

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## Abstracts

Alibaba Group Holding Ltd is a leading e-commerce company in China, and one of the fastest growing retailers globally. Alibaba has surpassed Amazon to become the largest e-commerce player in the world. The company continues to innovate and pilot new retail concepts in its home market, China, and to expand its e-commerce business in overseas markets. The COVID-19 pandemic has accelerated the development of e-commerce worldwide, fuelling the growth of e-commerce companies like Alibaba.

Euromonitor International's Alibaba Group Holding Ltd in Retailing (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing 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:** Non-Store Retailing, Store-based Retailing.

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

### Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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