

Global Social Commerce Market 2023-2029

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Abstracts

Social commerce is a segment of ecommerce in which merchants sell products directly through social media platforms, allowing potential customers to interact with brands, browse goods and make purchases. Unlike social media marketing, social commerce gives customers the option to checkout directly from social platforms. Or, in some cases, the social platform may contain links that lead directly to the retailer's product page where the customer can also complete their purchase. According to Gen Consulting Company, the global social commerce market size is expected to increase from USD 763 billion in 2022 to USD 4,225 billion by 2029, garnering a CAGR of 27.7% over the evaluated period.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global social commerce market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the business model, product type, and region. The global market for social commerce can be segmented by business model: business to business (B2B), business to consumer (B2C), consumer to consumer (C2C). Among these, the B2C segment was accounted for the highest revenue generator in 2022. Social commerce market is further segmented by product type: accessories, apparel, beauty and personal care, food and beverages, healthcare and nutrition, home products, others. The apparel segment is estimated to account for the largest share of the global social commerce market. Based on region, the social commerce market is segmented into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. Asia-Pacific held the largest share of the global social commerce market

in 2022 and is anticipated to hold its share during the forecast period.

Market Segmentation

By business model: business to business (B2B), business to consumer (B2C), consumer to consumer (C2C)

By product type: accessories, apparel, beauty and personal care, food and beverages, healthcare and nutrition, home products, others

By region: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America

The market research report covers the analysis of key stake holders of the global social commerce market. Some of the leading players profiled in the report include Alibaba Group Holding Ltd, ByteDance Ltd. (TikTok, Douyin), Etsy, Inc., iQIYI Inc., Meta Platforms, Inc., Pinterest, Inc., Poshmark, Inc., Reddit Inc., SINA Corporation, Tencent Holdings Ltd., Tumblr, Inc., Twitter, Inc., Xingyin Information Technology Shanghai Ltd. (Xiaohongshu), Yunji Sharing Technology Co., Ltd., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

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Scope of the Report

To analyze and forecast the market size of the global social commerce market.

To classify and forecast the global social commerce market based on business model, product type, region.

To identify drivers and challenges for the global social commerce market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global social commerce market.

To identify and analyze the profile of leading players operating in the global social commerce market.

Why Choose This Report

Gain a reliable outlook of the global social commerce market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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PART 8. KEY COMPANIES

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iQIYI Inc.

Meta Platforms, Inc.

Pinterest, Inc.

Poshmark, Inc.

Reddit Inc.

SINA Corporation

Tencent Holdings Ltd.

Tumblr, Inc.

Twitter, Inc.

Xingyin Information Technology Shanghai Ltd. (Xiaohongshu)

Yunji Sharing Technology Co., Ltd.

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