

Global Agricultural E-commerce Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Agricultural E-commerce market size is expected to reach \$ 522749 million by 2032, rising at a market growth of 7.9% CAGR during the forecast period (2026-2032).

Agricultural E-commerce refers to a comprehensive digital service and transaction system built on internet, big data, internet of things (IoT), and blockchain technologies, which covers the entire agricultural industry chain including pre-production, in-production, and post-production links, and connects multi-stakeholders such as agricultural means of production suppliers, farmers, agricultural cooperatives, processing enterprises, distributors, end consumers, financial institutions, and logistics service providers. It integrates not only the online trading of primary and processed agricultural products (the core content of agricultural products e-commerce), but also the digital circulation of agricultural inputs like seeds, fertilizers, pesticides, and agricultural machinery, the provision of smart agricultural services such as online technical guidance, pest and disease diagnosis, and precision farming management, as well as supporting services including agricultural supply chain finance, cold chain logistics docking, product quality traceability, and market information consultation. By breaking the information asymmetry and geographical restrictions in traditional agriculture, optimizing the allocation of production factors, reducing transaction costs of the whole industry chain, and innovating diverse business models such as B2B, B2C, O2O, live-streaming e-commerce, and S2B (supply chain platform to small businesses), agricultural e-commerce effectively links small-scale farmers to the large market, promotes the integration of agricultural production, processing, and sales, and serves as a key driver for the digital transformation of the agricultural sector and rural revitalization.

Agricultural E-commerce is witnessing core trends including the deep integration of digital technologies such as AI-driven precision farming, IoT-enabled equipment

monitoring, and blockchain-based full-chain traceability, accelerated industrial chain integration through 'platform + base + cooperative' models, booming cross-border trade under frameworks like RCEP (with Southeast Asian market orders growing rapidly), and balanced development with central and western regions catching up driven by county-level e-commerce parks; key opportunities lie in strong policy dividends from national strategies such as rural revitalization and the Digital Rural Development Work Plan (2025), with rural internet penetration reaching 69.2% and 5G access in over 90% of administrative villages fueling market expansion, surging demand for high-quality, branded, and geographically indicated agricultural products amid consumption upgrading, huge growth potential in agricultural materials B2B e-commerce, and improved efficiency from the maturation of cold chain logistics and rural digital infrastructure; however, the industry still faces prominent challenges: fragmented agricultural production leading to difficulties in supply chain integration, low product standardization causing quality inconsistencies, insufficient cold chain coverage resulting in high fresh product loss rates, inadequate digital literacy among farmers and a shortage of professional e-commerce talents, fierce homogeneous competition compressing profit margins, and high cross-border logistics costs alongside technical trade barriers in overseas markets.

This report studies the global Agricultural E-commerce demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Agricultural E-commerce, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Agricultural E-commerce that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Agricultural E-commerce total market, 2021-2032, (USD Million)

Global Agricultural E-commerce total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Agricultural E-commerce total market, key domestic companies, and share, (USD Million)

Global Agricultural E-commerce revenue by player, revenue and market share 2021-2026, (USD Million)

Global Agricultural E-commerce total market by Type, CAGR, 2021-2032, (USD Million)

Global Agricultural E-commerce total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Agricultural E-commerce market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a

part of this study include Amazon, Alibaba Group, JD.com Company, COFCO Group, Benlai Holding Group, Natures Basket Limited., Pinduoduo, Bigbasket, Blinkit, Meituan, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Agricultural E-commerce market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Agricultural E-commerce Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Agricultural E-commerce Market, Segmentation by Type:

Agricultural Production Materials E-commerce

Agricultural Products E-commerce

Others

Global Agricultural E-commerce Market, Segmentation by Transaction Subject Type:

Business-to-Business (B2B) E-commerce

Business-to-Consumer (B2C) E-commerce

Other

Global Agricultural E-commerce Market, Segmentation by Technical Architecture:

Cloud-based Platform

On-premise Platform

Mobile Terminal Platform

Global Agricultural E-commerce Market, Segmentation by Application:

Individual Farmers

Terminal Consumers

Agricultural Product Processing Enterprises

Agricultural Cooperatives

Others

Companies Profiled:

Amazon

Alibaba Group

JD.com Company

COFCO Group

Benlai Holding Group

Natures Basket Limited.

Pinduoduo

Bigbasket

Blinkit

Meituan

Local Line

Walmart

GrazeCart

Local Food Marketplace

Farmigo

Tesco

Carrefour

Instacart

Ocado Group

Flipkart Grocery

Dingdong Maicai

Coupang

Reliance JioMart

Mercado Libre

Key Questions Answered

1. How big is the global Agricultural E-commerce market?
2. What is the demand of the global Agricultural E-commerce market?
3. What is the year over year growth of the global Agricultural E-commerce market?
4. What is the total value of the global Agricultural E-commerce market?
5. Who are the Major Players in the global Agricultural E-commerce market?
6. What are the growth factors driving the market demand?

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