

# **Global B2C e-commerce Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023**

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## **Abstracts**

The global market of E-commerce is largely driven by increasing usage of smart phones and desktop coupled with growing penetration of internet subscriptions across the globe. The ongoing improvement of ICT infrastructure in regions like Africa and South America provide numerous opportunities for the B2C E-commerce market to grow over the forecasted period. Other factors propelling the B2C E-Commerce market include increasing population base coupled with rising disposable incomes and rising living standard.

### **Scope of the Report:**

This report studies the B2C e-commerce market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the B2C e-commerce market by product type and applications/end industries.

In terms of revenue, the Asia Pacific region dominated the industry in 2017 and is expected to remain dominant over the forecast period. This region accounts for high percentage of global population and Chinese & Indian economies are one fastest growing economies of the world. Increasing disposable income and growing internet penetration is driving e-commerce market in this region.

Chinese market is going through a consumer revolution, international products taking benefit of innovative marketing, research techniques and advertising. Brand consciousness is getting more importance in attracting Chinese consumers. Luxury goods and service providers are experiencing great growth in China.

The global B2C e-commerce market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx%

between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of B2C e-commerce.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Amazon

Walmart

Rakuten, Inc

Aliexpress.com

Alibaba.com

Ebay

JD.com

Flipkart

Lazada

OLX Inc.

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

B2C Retailers

Classifieds

Market Segment by Applications, can be divided into

Automotive

Beauty & Personal Care

Books & Stationery, Consumer Electronics

Clothing & Footwear

Home Decor

Industrial & Science

Sports & Leisure

Travel & Tourism

## Contents

### 1 B2C E-COMMERCE MARKET OVERVIEW

- 1.1 Product Overview and Scope of B2C e-commerce
- 1.2 Classification of B2C e-commerce by Types
  - 1.2.1 Global B2C e-commerce Revenue Comparison by Types (2017-2023)
  - 1.2.2 Global B2C e-commerce Revenue Market Share by Types in 2017
  - 1.2.3 B2C Retailers
  - 1.2.4 Classifieds
- 1.3 Global B2C e-commerce Market by Application
  - 1.3.1 Global B2C e-commerce Market Size and Market Share Comparison by Applications (2013-2023)
  - 1.3.2 Automotive
  - 1.3.3 Beauty & Personal Care
  - 1.3.4 Books & Stationery, Consumer Electronics
  - 1.3.5 Clothing & Footwear
  - 1.3.6 Home Decor
  - 1.3.7 Industrial & Science
  - 1.3.8 Sports & Leisure
  - 1.3.9 Travel & Tourism
- 1.4 Global B2C e-commerce Market by Regions
  - 1.4.1 Global B2C e-commerce Market Size (Million USD) Comparison by Regions (2013-2023)
    - 1.4.1 North America (USA, Canada and Mexico) B2C e-commerce Status and Prospect (2013-2023)
    - 1.4.2 Europe (Germany, France, UK, Russia and Italy) B2C e-commerce Status and Prospect (2013-2023)
    - 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) B2C e-commerce Status and Prospect (2013-2023)
    - 1.4.4 South America (Brazil, Argentina, Colombia) B2C e-commerce Status and Prospect (2013-2023)
    - 1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) B2C e-commerce Status and Prospect (2013-2023)
- 1.5 Global Market Size of B2C e-commerce (2013-2023)

### 2 MANUFACTURERS PROFILES

#### 2.1 Amazon

- 2.1.1 Business Overview
- 2.1.2 B2C e-commerce Type and Applications
  - 2.1.2.1 Product A
  - 2.1.2.2 Product B
- 2.1.3 Amazon B2C e-commerce Revenue, Gross Margin and Market Share (2016-2017)
- 2.2 Walmart
  - 2.2.1 Business Overview
  - 2.2.2 B2C e-commerce Type and Applications
    - 2.2.2.1 Product A
    - 2.2.2.2 Product B
  - 2.2.3 Walmart B2C e-commerce Revenue, Gross Margin and Market Share (2016-2017)
- 2.3 Rakuten, Inc
  - 2.3.1 Business Overview
  - 2.3.2 B2C e-commerce Type and Applications
    - 2.3.2.1 Product A
    - 2.3.2.2 Product B
  - 2.3.3 Rakuten, Inc B2C e-commerce Revenue, Gross Margin and Market Share (2016-2017)
- 2.4 Aliexpress.com
  - 2.4.1 Business Overview
  - 2.4.2 B2C e-commerce Type and Applications
    - 2.4.2.1 Product A
    - 2.4.2.2 Product B
  - 2.4.3 Aliexpress.com B2C e-commerce Revenue, Gross Margin and Market Share (2016-2017)
- 2.5 Alibaba.com
  - 2.5.1 Business Overview
  - 2.5.2 B2C e-commerce Type and Applications
    - 2.5.2.1 Product A
    - 2.5.2.2 Product B
  - 2.5.3 Alibaba.com B2C e-commerce Revenue, Gross Margin and Market Share (2016-2017)
- 2.6 Ebay
  - 2.6.1 Business Overview
  - 2.6.2 B2C e-commerce Type and Applications
    - 2.6.2.1 Product A
    - 2.6.2.2 Product B

### 2.6.3 Ebay B2C e-commerce Revenue, Gross Margin and Market Share (2016-2017)

## 2.7 JD.com

### 2.7.1 Business Overview

### 2.7.2 B2C e-commerce Type and Applications

#### 2.7.2.1 Product A

#### 2.7.2.2 Product B

### 2.7.3 JD.com B2C e-commerce Revenue, Gross Margin and Market Share (2016-2017)

## 2.8 Flipkart

### 2.8.1 Business Overview

### 2.8.2 B2C e-commerce Type and Applications

#### 2.8.2.1 Product A

#### 2.8.2.2 Product B

### 2.8.3 Flipkart B2C e-commerce Revenue, Gross Margin and Market Share (2016-2017)

## 2.9 Lazada

### 2.9.1 Business Overview

### 2.9.2 B2C e-commerce Type and Applications

#### 2.9.2.1 Product A

#### 2.9.2.2 Product B

### 2.9.3 Lazada B2C e-commerce Revenue, Gross Margin and Market Share (2016-2017)

## 2.10 OLX Inc.

### 2.10.1 Business Overview

### 2.10.2 B2C e-commerce Type and Applications

#### 2.10.2.1 Product A

#### 2.10.2.2 Product B

### 2.10.3 OLX Inc. B2C e-commerce Revenue, Gross Margin and Market Share (2016-2017)

## **3 GLOBAL B2C E-COMMERCE MARKET COMPETITION, BY PLAYERS**

### 3.1 Global B2C e-commerce Revenue and Share by Players (2013-2018)

### 3.2 Market Concentration Rate

#### 3.2.1 Top 5 B2C e-commerce Players Market Share

#### 3.2.2 Top 10 B2C e-commerce Players Market Share

### 3.3 Market Competition Trend

## **4 GLOBAL B2C E-COMMERCE MARKET SIZE BY REGIONS**

- 4.1 Global B2C e-commerce Revenue and Market Share by Regions
- 4.2 North America B2C e-commerce Revenue and Growth Rate (2013-2018)
- 4.3 Europe B2C e-commerce Revenue and Growth Rate (2013-2018)
- 4.4 Asia-Pacific B2C e-commerce Revenue and Growth Rate (2013-2018)
- 4.5 South America B2C e-commerce Revenue and Growth Rate (2013-2018)
- 4.6 Middle East and Africa B2C e-commerce Revenue and Growth Rate (2013-2018)

## **5 NORTH AMERICA B2C E-COMMERCE REVENUE BY COUNTRIES**

- 5.1 North America B2C e-commerce Revenue by Countries (2013-2018)
- 5.2 USA B2C e-commerce Revenue and Growth Rate (2013-2018)
- 5.3 Canada B2C e-commerce Revenue and Growth Rate (2013-2018)
- 5.4 Mexico B2C e-commerce Revenue and Growth Rate (2013-2018)

## **6 EUROPE B2C E-COMMERCE REVENUE BY COUNTRIES**

- 6.1 Europe B2C e-commerce Revenue by Countries (2013-2018)
- 6.2 Germany B2C e-commerce Revenue and Growth Rate (2013-2018)
- 6.3 UK B2C e-commerce Revenue and Growth Rate (2013-2018)
- 6.4 France B2C e-commerce Revenue and Growth Rate (2013-2018)
- 6.5 Russia B2C e-commerce Revenue and Growth Rate (2013-2018)
- 6.6 Italy B2C e-commerce Revenue and Growth Rate (2013-2018)

## **7 ASIA-PACIFIC B2C E-COMMERCE REVENUE BY COUNTRIES**

- 7.1 Asia-Pacific B2C e-commerce Revenue by Countries (2013-2018)
- 7.2 China B2C e-commerce Revenue and Growth Rate (2013-2018)
- 7.3 Japan B2C e-commerce Revenue and Growth Rate (2013-2018)
- 7.4 Korea B2C e-commerce Revenue and Growth Rate (2013-2018)
- 7.5 India B2C e-commerce Revenue and Growth Rate (2013-2018)
- 7.6 Southeast Asia B2C e-commerce Revenue and Growth Rate (2013-2018)

## **8 SOUTH AMERICA B2C E-COMMERCE REVENUE BY COUNTRIES**

- 8.1 South America B2C e-commerce Revenue by Countries (2013-2018)
- 8.2 Brazil B2C e-commerce Revenue and Growth Rate (2013-2018)
- 8.3 Argentina B2C e-commerce Revenue and Growth Rate (2013-2018)
- 8.4 Colombia B2C e-commerce Revenue and Growth Rate (2013-2018)

## **9 MIDDLE EAST AND AFRICA REVENUE B2C E-COMMERCE BY COUNTRIES**

- 9.1 Middle East and Africa B2C e-commerce Revenue by Countries (2013-2018)
- 9.2 Saudi Arabia B2C e-commerce Revenue and Growth Rate (2013-2018)
- 9.3 UAE B2C e-commerce Revenue and Growth Rate (2013-2018)
- 9.4 Egypt B2C e-commerce Revenue and Growth Rate (2013-2018)
- 9.5 Nigeria B2C e-commerce Revenue and Growth Rate (2013-2018)
- 9.6 South Africa B2C e-commerce Revenue and Growth Rate (2013-2018)

## **10 GLOBAL B2C E-COMMERCE MARKET SEGMENT BY TYPE**

- 10.1 Global B2C e-commerce Revenue and Market Share by Type (2013-2018)
- 10.2 Global B2C e-commerce Market Forecast by Type (2018-2023)
- 10.3 B2C Retailers Revenue Growth Rate (2013-2023)
- 10.4 Classifieds Revenue Growth Rate (2013-2023)

## **11 GLOBAL B2C E-COMMERCE MARKET SEGMENT BY APPLICATION**

- 11.1 Global B2C e-commerce Revenue Market Share by Application (2013-2018)
- 11.2 B2C e-commerce Market Forecast by Application (2018-2023)
- 11.3 Automotive Revenue Growth (2013-2018)
- 11.4 Beauty & Personal Care Revenue Growth (2013-2018)
- 11.5 Books & Stationery, Consumer Electronics Revenue Growth (2013-2018)
- 11.6 Clothing & Footwear Revenue Growth (2013-2018)
- 11.7 Home Decor Revenue Growth (2013-2018)
- 11.8 Industrial & Science Revenue Growth (2013-2018)
- 11.9 Sports & Leisure Revenue Growth (2013-2018)
- 11.10 Travel & Tourism Revenue Growth (2013-2018)

## **12 GLOBAL B2C E-COMMERCE MARKET SIZE FORECAST (2018-2023)**

- 12.1 Global B2C e-commerce Market Size Forecast (2018-2023)
- 12.2 Global B2C e-commerce Market Forecast by Regions (2018-2023)
- 12.3 North America B2C e-commerce Revenue Market Forecast (2018-2023)
- 12.4 Europe B2C e-commerce Revenue Market Forecast (2018-2023)
- 12.5 Asia-Pacific B2C e-commerce Revenue Market Forecast (2018-2023)
- 12.6 South America B2C e-commerce Revenue Market Forecast (2018-2023)
- 12.7 Middle East and Africa B2C e-commerce Revenue Market Forecast (2018-2023)



## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

14.1 Methodology

14.2 Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure B2C e-commerce Picture

Table Product Specifications of B2C e-commerce

Table Global B2C e-commerce and Revenue (Million USD) Market Split by Product Type

Figure Global B2C e-commerce Revenue

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