

# Global Live E-commerce Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Live E-commerce market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Live e-commerce mainly displays its products to the buyers in various aspects through live video, or attracts the consumers to place an order and purchase in the video, or interacts with the buyers to attract more consumers.

According to International Telecommunication Union (ITU), the global Internet users (online population) were more than 5 billion. And the number of online shoppers was also increasing. In 2022, the global e-commerce market penetration rate increased to 19.7%, and the e-commerce market reached \$5.5 trillion. At the same time, the Asian e-commerce market ranked at the top of the revenue ranking, which has reached \$1.8 trillion. According to the National Bureau of Statistics, China was the largest online retail market in 2022, with online retail sales of 13.79 trillion yuan and a year-on-year increase of 4%. Among them, the online retail sales of physical goods were 11.96 trillion yuan, with a year-on-year increase of 6.2%, which accounted for 27.2% of the total retail sales of consumer goods.

The Global Info Research report includes an overview of the development of the Live E-commerce industry chain, the market status of Clothes (Domestic, Transboundary), Cosmetics (Domestic, Transboundary), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Live E-commerce.

Regionally, the report analyzes the Live E-commerce markets in key regions. North

America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Live E-commerce market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Live E-commerce market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Live E-commerce industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Domestic, Transboundary).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Live E-commerce market.

**Regional Analysis:** The report involves examining the Live E-commerce market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Live E-commerce market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Live E-commerce:

**Company Analysis:** Report covers individual Live E-commerce players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and

attitudes towards Live E-commerce This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Clothes, Cosmetics).

**Technology Analysis:** Report covers specific technologies relevant to Live E-commerce. It assesses the current state, advancements, and potential future developments in Live E-commerce areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Live E-commerce market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Live E-commerce market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

### Market segment by Type

Domestic

Transboundary

### Market segment by Application

Clothes

Cosmetics

Daily Necessities

Food

Other

Market segment by players, this report covers

Alibaba

Amazon

Byte Dance

Tencent

Inly Media Co., Ltd.

Kwai

Livby

Mogu Inc.

Rocket Internet

Sea Group

Shoclef

ShopShops

Shunwang

ST&SAT

Streamlist

Gravy Live

Wayfair Inc.

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Live E-commerce product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Live E-commerce, with revenue, gross margin and global market share of Live E-commerce from 2019 to 2024.

Chapter 3, the Live E-commerce competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Live E-commerce market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Live E-commerce.

Chapter 13, to describe Live E-commerce research findings and conclusion.

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