

B2C E-commerce Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global B2C e-commerce market reached a value of US\$ 4.1 Trillion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 6.8 Trillion by 2027, exhibiting a CAGR of 9.02% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Business-to-consumer (B2C) e-commerce refers to the process of selling goods and services between a business and end users over the Internet. It offers global reach, enables trackable marketing, reduces physical overheads, and assists in gathering real-time data. Consequently, companies worldwide are shifting towards e-commerce platforms for selling goods and attracting more consumers. Besides this, due to rapid digitization and the rising demand for medical services, B2C e-commerce is also finding applications in the healthcare sector for providing remote access to medical services and helping healthcare professionals make more informed decisions.

Factors like hectic lifestyles, inflating per capita incomes, increasing penetration of the Internet, rising utilization of smartphones, and the growing trend of fast fashion are escalating the demand for premium clothing and cosmetics through online portals. This represents one of the main factors influencing the market positively. Moreover, the advantages of B2C e-commerce services, such as convenience, 24/7 delivery, easy return policies, multiple payment options, and easy navigation of product categories, are increasing their adoption in the electronics, automotive, and travel and tourism industries worldwide. Apart from this, with the sudden coronavirus disease (COVID-19) outbreak, governments of numerous countries announced a complete lockdown. This

resulted in the temporary closure of brick-and-mortar stores and the increasing need for B2C e-commerce solutions across the globe. Additionally, various brands are adopting innovative marketing strategies, such as contests, giveaways, free add-ons, and loyalty and reward programs, to attract a wider consumer base. Furthermore, with the increasing influence of social media channels, B2C e-commerce is anticipated to witness growth as it allows small stores to collaborate with popular online portals.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global B2C e-commerce market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on type and application .

Breakup by Type:

- B2C Retailers
- Classifieds

Breakup by Application:

- Automotive
- Beauty and Personal Care
- Consumer Electronics
- Clothing and Footwear
- Books and Stationery
- Home Decor and Electronics
- Travel and Tourism
- Others

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan
 - India
 - South Korea
 - Australia

Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Alibaba Group Holding Limited, Amazon.com Inc., ASOS plc, Booking Holdings Inc., eBay Inc., JD.com Inc., Macy's Inc., Makemytrip Limited, Otto GmbH & Co KG, Rakuten Inc. and Walmart Inc.

Key Questions Answered in This Report:

How has the global B2C e-commerce market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global B2C e-commerce market?

What are the key regional markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the application?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global B2C e-commerce market and who are the key players?

What is the degree of competition in the industry?

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