

E-Commerce Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/E45F660CAA8BEN.html>

Date: January 2023

Pages: 142

Price: US\$ 2,499.00 (Single User License)

ID: E45F660CAA8BEN

Abstracts

The global e-commerce market size reached US\$ 16.6 Trillion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 70.9 Trillion by 2028, exhibiting a growth rate (CAGR) of 27.43% during 2023-2028.

E-commerce, or electronic commerce, refers to the commercial transactions that are conducted electronically through the internet. It involves buying and selling consumer products, marketplace services and customer support, along with other activities, such as online auctions, payment gateways, online ticketing and internet banking. E-commerce is usually classified based on numerous business models, which include Business to Business (B2B), Business to Customer (B2C), Customer to Business (C2B) and Customer to Customer (C2C). It offers various benefits to the seller, such as a global reach, minimal transaction costs, higher margins of profit, direct communication between the parties involved and quick delivery of goods and services.

Rapid urbanization across the globe is one of the key factors driving the growth of the market. Furthermore, increasing internet penetration and usage of devices, such as smartphones, laptops and tablets to access e-commerce portals, is also providing a boost to the market growth. E-commerce enables organizations to conduct business without maintaining a physical presence, thereby minimizing the infrastructure, communication and overhead costs. The market is further driven by the increasing preference for online shopping, especially among women, and the growing influence of social networking platforms on shopping habits. Online retail channels provide a hassle-free shopping experience to the consumers while displaying a wide variety of products to choose from, at affordable price-points. Additionally, the advent of private-label and direct to consumer-based business models is also creating a positive outlook for the market growth. This enables the organizations to collect and use consumer data and

provide personalized products and experiences to the consumer. The spread of the coronavirus disease (COVID-19) has provided a further push to e-commerce activities as customers shift toward online platforms for ordering essential items amid lockdown and social distancing measures.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global e-commerce market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type and transaction.

Breakup by Type:

- Home Appliances
- Apparel, Footwear and Accessories
- Books
- Cosmetics
- Groceries
- Others

Breakup by Transaction:

- Business-to-Consumer
- Business-to-Business
- Consumer-to-Consumer
- 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 report has also analysed the competitive landscape of the market with some of the top e-commerce companies being Alibaba Group Holding Limited, Amazon.com Inc., Apple Inc., B2W Companhia Digital (Lojas Americanas S/A), Ebay Inc., Groupon Inc., Rakuten, Walmart Inc., Zalando SE, etc.

Key Questions Answered in This Report

1. How big is the global e-commerce market in 2022?
2. What is the expected growth rate of the global e-commerce market during 2023-2028?
3. What are the key factors driving the global e-commerce market?
4. What has been the impact of COVID-19 on the global e-commerce market?
5. What is the breakup of the global e-commerce market based on the type?
6. What is the breakup of the global e-commerce market based on the transaction?
7. What are the key regions in the global e-commerce market?
8. Who are the key players/companies in the global e-commerce market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL E-COMMERCE MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Home Appliances
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Apparel, Footwear and Accessories
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Books

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Cosmetics
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Groceries
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast
- 6.6 Others
 - 6.6.1 Market Trends
 - 6.6.2 Market Forecast

7 MARKET BREAKUP BY TRANSACTION

- 7.1 Business-to-Consumer
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Business-to-Business
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Consumer-to-Consumer
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Others
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast

8 MARKET BREAKUP BY REGION

- 8.1 North America
 - 8.1.1 United States
 - 8.1.1.1 Market Trends
 - 8.1.1.2 Market Forecast
 - 8.1.2 Canada
 - 8.1.2.1 Market Trends
 - 8.1.2.2 Market Forecast
- 8.2 Asia Pacific
 - 8.2.1 China
 - 8.2.1.1 Market Trends

- 8.2.1.2 Market Forecast
- 8.2.2 Japan
 - 8.2.2.1 Market Trends
 - 8.2.2.2 Market Forecast
- 8.2.3 India
 - 8.2.3.1 Market Trends
 - 8.2.3.2 Market Forecast
- 8.2.4 South Korea
 - 8.2.4.1 Market Trends
 - 8.2.4.2 Market Forecast
- 8.2.5 Australia
 - 8.2.5.1 Market Trends
 - 8.2.5.2 Market Forecast
- 8.2.6 Indonesia
 - 8.2.6.1 Market Trends
 - 8.2.6.2 Market Forecast
- 8.2.7 Others
 - 8.2.7.1 Market Trends
 - 8.2.7.2 Market Forecast
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.1.1 Market Trends
 - 8.3.1.2 Market Forecast
 - 8.3.2 France
 - 8.3.2.1 Market Trends
 - 8.3.2.2 Market Forecast
 - 8.3.3 United Kingdom
 - 8.3.3.1 Market Trends
 - 8.3.3.2 Market Forecast
 - 8.3.4 Italy
 - 8.3.4.1 Market Trends
 - 8.3.4.2 Market Forecast
 - 8.3.5 Spain
 - 8.3.5.1 Market Trends
 - 8.3.5.2 Market Forecast
 - 8.3.6 Russia
 - 8.3.6.1 Market Trends
 - 8.3.6.2 Market Forecast
 - 8.3.7 Others

8.3.7.1 Market Trends

8.3.7.2 Market Forecast

8.4 Latin America

8.4.1 Brazil

8.4.1.1 Market Trends

8.4.1.2 Market Forecast

8.4.2 Mexico

8.4.2.1 Market Trends

8.4.2.2 Market Forecast

8.4.3 Others

8.4.3.1 Market Trends

8.4.3.2 Market Forecast

8.5 Middle East and Africa

8.5.1 Market Trends

8.5.2 Market Breakup by Country

8.5.3 Market Forecast

9 SWOT ANALYSIS

9.1 Overview

9.2 Strengths

9.3 Weaknesses

9.4 Opportunities

9.5 Threats

10 VALUE CHAIN ANALYSIS

11 PORTERS FIVE FORCES ANALYSIS

11.1 Overview

11.2 Bargaining Power of Buyers

11.3 Bargaining Power of Suppliers

11.4 Degree of Competition

11.5 Threat of New Entrants

11.6 Threat of Substitutes

12 PRICE ANALYSIS

13 COMPETITIVE LANDSCAPE

13.1 Market Structure

13.2 Key Players

13.3 Profiles of Key Players

13.3.1 Alibaba Group Holding Limited

13.3.1.1 Company Overview

13.3.1.2 Product Portfolio

13.3.1.3 Financials

13.3.1.4 SWOT Analysis

13.3.2 Amazon.com Inc.

13.3.2.1 Company Overview

13.3.2.2 Product Portfolio

13.3.2.3 Financials

13.3.2.4 SWOT Analysis

13.3.3 Apple Inc.

13.3.3.1 Company Overview

13.3.3.2 Product Portfolio

13.3.3.3 Financials

13.3.3.4 SWOT Analysis

13.3.4 B2W Companhia Digital (Lojas Americanas S/A)

13.3.4.1 Company Overview

13.3.4.2 Product Portfolio

13.3.4.3 Financials

13.3.4.4 SWOT Analysis

13.3.5 Ebay Inc.

13.3.5.1 Company Overview

13.3.5.2 Product Portfolio

13.3.5.3 Financials

13.3.5.4 SWOT Analysis

13.3.6 Groupon Inc.

13.3.6.1 Company Overview

13.3.6.2 Product Portfolio

13.3.6.3 Financials

13.3.6.4 SWOT Analysis

13.3.7 Rakuten

13.3.7.1 Company Overview

13.3.7.2 Product Portfolio

13.3.7.3 Financials

13.3.7.4 SWOT Analysis

13.3.8 Walmart Inc.

13.3.8.1 Company Overview

13.3.8.2 Product Portfolio

13.3.8.3 Financials

13.3.8.4 SWOT Analysis

13.3.9 Zalando SE

13.3.9.1 Company Overview

13.3.9.2 Product Portfolio

13.3.9.3 Financials

List Of Tables

LIST OF TABLES

Table 1: Global: E-Commerce Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: E-Commerce Market Forecast: Breakup by Type (in Billion US\$), 2023-2028

Table 3: Global: E-Commerce Market Forecast: Breakup by Transaction (in Billion US\$), 2023-2028

Table 4: Global: E-Commerce Market Forecast: Breakup by Region (in Billion US\$), 2023-2028

Table 5: Global: E-Commerce Market: Competitive Structure

Table 6: Global: E-Commerce Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: E-Commerce Market: Major Drivers and Challenges

Figure 2: Global: E-Commerce Market: Sales Value (in Trillion US\$), 2017-2022

Figure 3: Global: E-Commerce Market: Breakup by Type (in %), 2022

Figure 4: Global: E-Commerce Market: Breakup by Transaction (in %), 2022

Figure 5: Global: E-Commerce Market: Breakup by Region (in %), 2022

Figure 6: Global: E-Commerce Market Forecast: Sales Value (in Trillion US\$), 2023-2028

Figure 7: Global: E-Commerce (Home Appliances) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 8: Global: E-Commerce (Home Appliances) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 9: Global: E-Commerce (Apparel, Footwear and Accessories) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 10: Global: E-Commerce (Apparel, Footwear and Accessories) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 11: Global: E-Commerce (Books) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 12: Global: E-Commerce (Books) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 13: Global: E-Commerce (Cosmetics) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 14: Global: E-Commerce (Cosmetics) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 15: Global: E-Commerce (Groceries) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 16: Global: E-Commerce (Groceries) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 17: Global: E-Commerce (Others) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 18: Global: E-Commerce (Others) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 19: Global: E-Commerce (Business-to-Consumer) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 20: Global: E-Commerce (Business-to-Consumer) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 21: Global: E-Commerce (Business-to-Business) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 22: Global: E-Commerce (Business-to-Business) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 23: Global: E-Commerce (Consumer-to-Consumer) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 24: Global: E-Commerce (Consumer-to-Consumer) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 25: Global: E-Commerce (Other Transactions) Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 26: Global: E-Commerce (Other Transactions) Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 27: North America: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 28: North America: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 29: United States: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 30: United States: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 31: Canada: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 32: Canada: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 33: Asia Pacific: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 34: Asia Pacific: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 35: China: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 36: China: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 37: Japan: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 38: Japan: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 39: India: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 40: India: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 41: South Korea: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 42: South Korea: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 43: Australia: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 44: Australia: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 45: Indonesia: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 46: Indonesia: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 47: Others: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 48: Others: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 49: Europe: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 50: Europe: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 51: Germany: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 52: Germany: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 53: France: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 54: France: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 55: United Kingdom: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 56: United Kingdom: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 57: Italy: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 58: Italy: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 59: Spain: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 60: Spain: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 61: Russia: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 62: Russia: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 63: Others: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 64: Others: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 65: Latin America: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 66: Latin America: E-Commerce Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 67: Brazil: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 68: Brazil: E-Commerce Market Forecast: Sales Value (in Billion US\$),

2023-2028

Figure 69: Mexico: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 70: Mexico: E-Commerce Market Forecast: Sales Value (in Billion US\$),
2023-2028

Figure 71: Others: E-Commerce Market: Sales Value (in Billion US\$), 2017 & 2022

Figure 72: Others: E-Commerce Market Forecast: Sales Value (in Billion US\$),
2023-2028

Figure 73: Middle East and Africa: E-Commerce Market: Sales Value (in Billion US\$),
2017 & 2022

Figure 74: Middle East and Africa: E-Commerce Market: Breakup by Country (in %),
2022

Figure 75: Middle East and Africa: E-Commerce Market Forecast: Sales Value (in Billion
US\$), 2023-2028

Figure 76: Global: E-Commerce Industry: SWOT Analysis

Figure 77: Global: E-Commerce Industry: Value Chain Analysis

Figure 78: Global: E-Commerce Industry: Porter's Five Forces Analysis

I would like to order

Product name: E-Commerce Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/E45F660CAA8BEN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E45F660CAA8BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

