

Global B2B Marketplace Platforms Market Growth (Status and Outlook) 2024-2030

<https://marketpublishers.com/r/G78F003A5749EN.html>

Date: March 2024

Pages: 133

Price: US\$ 3,660.00 (Single User License)

ID: G78F003A5749EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

According to our LPI (LP Information) latest study, the global B2B Marketplace Platforms market size was valued at US\$ 611.4 million in 2023. With growing demand in downstream market, the B2B Marketplace Platforms is forecast to a readjusted size of US\$ 1054.1 million by 2030 with a CAGR of 8.1% during review period.

The research report highlights the growth potential of the global B2B Marketplace Platforms market. B2B Marketplace Platforms are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of B2B Marketplace Platforms. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the B2B Marketplace Platforms market.

B2B marketplace platforms are a type of software that connects buyers and sellers of goods and services in a business-to-business (B2B) context. B2B marketplace platforms enable online transactions, communication, and collaboration between businesses across various industries and geographies. B2B marketplace platforms can help to reduce costs, increase efficiency, expand market reach, and enhance customer satisfaction for both buyers and sellers .

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.

Key Features:

The report on B2B Marketplace Platforms market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the B2B Marketplace Platforms market. It may include historical data, market segmentation by Type (e.g., Merchant Marketing Software, On-Demand Delivery Software), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the B2B Marketplace Platforms market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the B2B Marketplace Platforms market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the B2B Marketplace Platforms industry. This include advancements in B2B Marketplace Platforms technology, B2B Marketplace Platforms new entrants, B2B Marketplace Platforms new investment, and other innovations that are shaping the future of B2B Marketplace Platforms.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the B2B Marketplace Platforms market. It includes factors influencing customer ' purchasing decisions, preferences for B2B Marketplace Platforms product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the B2B Marketplace Platforms market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting B2B Marketplace Platforms market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the B2B Marketplace Platforms market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the B2B Marketplace Platforms industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the B2B Marketplace Platforms market.

Market Segmentation:

B2B Marketplace Platforms 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.

Segmentation by type

Merchant Marketing Software

On-Demand Delivery Software

On-Demand Wellness Software

Segmentation by application

Large Enterprises

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Groupon

LivingSocial

Travelzoo

Gilt

dealsaver

Vagaro

Instacart

Shipt

Fooda

ezCater

EAT Club

Uber Eats

Swiggy

Zomato

GrubHub

Glamsquad

Soothe

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