

# Global E-commerce Call Center Outsourcing Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global E-commerce Call Center Outsourcing market size is predicted to grow from US\$ 9161 million in 2025 to US\$ 15101 million in 2032; it is expected to grow at a CAGR of 7.5% from 2026 to 2032.

E-commerce call center outsourcing refers to a business model where e-commerce companies entrust customer communication and service functions?such as customer service, pre-sales consultation, order processing, after-sales support, complaint handling, and technical support?that they originally operated themselves to professional third-party call centers or customer experience service providers. These outsourced services typically interact with consumers through multiple channels, including telephone, online chat, email, social media, and AI-powered customer service. The outsourcing service provider is responsible for staff recruitment and training, customer service systems, quality management, and operational optimization, thereby helping e-commerce companies reduce operating costs, improve service efficiency, achieve 24/7 multilingual customer support, and focus on core businesses such as merchandise, supply chain, and marketing.

As the global e-commerce market continues to expand and consumers' demands for immediate response and high-quality customer experience continue to rise, e-commerce companies are increasingly inclined to outsource customer service operations to professional service providers to achieve lower costs, higher efficiency, and greater scalability. At the same time, the widespread adoption of AI-powered customer service, intelligent voice systems, automated ticketing systems, and omnichannel customer experience management (CX) technologies has upgraded call center outsourcing from traditional telephone customer service to 'digital customer experience operation services.' Against the backdrop of rapid growth in cross-border e-

commerce, DTC brands, platform e-commerce, and social e-commerce, enterprises have significantly increased their demand for multilingual, 24/7 customer service support, driving the continued expansion of outsourcing service demand. The industry is expected to see trends such as globalized delivery, AI+human collaboration, data-driven operations, and upgrades to high-value-added CX services. Therefore, e-commerce call center outsourcing is widely considered one of the fastest-growing and most stable segments in the BPO industry.

United States market for E-commerce Call Center Outsourcing is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for E-commerce Call Center Outsourcing is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for E-commerce Call Center Outsourcing is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key E-commerce Call Center Outsourcing players cover SupportYourApp, Helpware, SupportNinja, KDCI Outsourcing, OnBrand24, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LPI (LP Information)' newest research report, the 'E-commerce Call Center Outsourcing Industry Forecast' looks at past sales and reviews total world E-commerce Call Center Outsourcing sales in 2025, providing a comprehensive analysis by region and market sector of projected E-commerce Call Center Outsourcing sales for 2026 through 2032. With E-commerce Call Center Outsourcing sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world E-commerce Call Center Outsourcing industry.

This Insight Report provides a comprehensive analysis of the global E-commerce Call Center Outsourcing landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on E-commerce Call Center Outsourcing portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global E-commerce Call Center Outsourcing market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for E-commerce Call Center Outsourcing and breaks down the forecast by Service Types, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global E-commerce Call Center Outsourcing.

This report presents a comprehensive overview, market shares, and growth opportunities of E-commerce Call Center Outsourcing market by product type, application, key players and key regions and countries.

#### Segmentation by Service Types:

- Pre-sales Service Outsourcing

- Sales Service Outsourcing

- After-sales Service Outsourcing

#### Segmentation by Outsourcing Models:

- Offshore Outsourcing

- Nearshore Outsourcing

- Onshore Outsourcing

#### Segmentation by Application:

- Comprehensive E-commerce Platform

- Brand E-commerce

- Cross-border E-commerce

- Social E-commerce

Live-streaming E-commerce

Others

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.

SupportYourApp

Helpware

SupportNinja

KDCI Outsourcing

OnBrand24

Ringly.io

Simply Contact

Fusion CX

Octopus Tech

Pexly

Unity Communications

HelpSquad BPO

Go4customer

Global Response

ASL BPO

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