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Global KOLs and KOCs Ecommerce Market Growth (Status and Outlook) 2025-2031

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Abstracts

The global KOLs and KOCs Ecommerce market size is predicted to grow from US$ 16350 million in 2025 to US$ 29890 million in 2031; it is expected to grow at a CAGR of 10.6% from 2025 to 2031.

KOLs (Key Opinion Leaders) and KOCs (Key Opinion Consumers) Ecommerce refers to an e-commerce model where products are promoted and sold through the influence of both KOLs and KOCs on social media and digital platforms.

KOL Ecommerce: Key Opinion Leaders are public figures, influencers, or professionals with large followings who leverage their expertise or personal appeal to influence purchasing decisions through content creation (e.g., livestreams, videos, articles).

KOC Ecommerce: Key Opinion Consumers are regular users who share authentic consumption experiences (e.g., product reviews, usage feedback) to build trust and influence a smaller circle of users through interaction and recommendations.

United States market for KOLs and KOCs Ecommerce is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for KOLs and KOCs Ecommerce is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for KOLs and KOCs Ecommerce is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key KOLs and KOCs Ecommerce players cover ByteDance, Meta, Tencent,

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Zalo, Line, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LPI (LP Information)' newest research report, the “KOLs and KOCs Ecommerce Industry Forecast” looks at past sales and reviews total world KOLs and KOCs Ecommerce sales in 2024, providing a comprehensive analysis by region and market sector of projected KOLs and KOCs Ecommerce sales for 2025 through 2031. With KOLs and KOCs Ecommerce sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world KOLs and KOCs Ecommerce industry.

This Insight Report provides a comprehensive analysis of the global KOLs and KOCs Ecommerce 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 KOLs and KOCs Ecommerce portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global KOLs and KOCs Ecommerce market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for KOLs and KOCs Ecommerce and breaks down the forecast by Type, 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 KOLs and KOCs Ecommerce.

This report presents a comprehensive overview, market shares, and growth opportunities of KOLs and KOCs Ecommerce market by product type, application, key players and key regions and countries.

Segmentation by Type:

C2C

B2C

C2B

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Segmentation by Application:

- Clothing and Fashion
- Electronics and Electrical Goods
- Food and Beverages
- Health and Beauty Products
- Books, Music, and Media
- Sports and Outdoor Goods
- Automotive and Industrial Products
- Jewelry and Luxury Goods
- Others

This report also splits the market by region:

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan

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- 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.

- ByteDance

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Meta

Tencent

Zalo

Line

YouTube

Little Red Book

Pinterest

Pinduoduo

Meesho

KakaoTalk

Amazon Live

WhatsApp

Snapchat

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