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# Global Livestream E-Commerce Market Growth (Status and Outlook) 2025-2031

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## Abstracts

The global Livestream E-Commerce market size is predicted to grow from US$ 1086340 million in 2025 to US$ 3050330 million in 2031; it is expected to grow at a CAGR of 18.8% from 2025 to 2031.

Livestream e-commerce is a new business model that combines live streaming with e-commerce. Through the form of video live streaming, hosts display and introduce products or services to the audience. The audience can interact with the hosts in real time during the live streaming, ask questions, leave comments, and directly place orders and make purchases through the links or shopping functions provided by the live streaming platform, realizing the consumption experience of shopping while watching the live streaming. This model takes advantage of the real-time, interactive and intuitive nature of live streaming, which can more effectively stimulate consumers' desire to purchase and improve the sales conversion rate. It also provides merchants with a more innovative and targeted marketing and promotion method.

United States market for Livestream E-Commerce 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 Livestream E-Commerce 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 Livestream E-Commerce is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Livestream E-Commerce players cover Alibaba Group, Amazon, Bilibili, ByteDance Ltd., CommentSold, etc. In terms of revenue, the global two largest

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companies occupied for a share nearly % in 2024.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Livestream E-Commerce 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 Livestream E-Commerce.

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

**Segmentation by Type:**

Personal Live Broadcast

Company Live Broadcast

**Segmentation by Application:**

Furniture

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- Apparel
- Electronics
- Food and Beverages
- Other

**This report also splits the market by region:**

- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany

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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.

Alibaba Group

Amazon

Bilibili

ByteDance Ltd.

CommentSold

Firework

Kuaishou Technology

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PDD Holdings

QVC, Inc.

ShopShops

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