

# Global Social Commerce Market Growth (Status and Outlook) 2024-2030

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## Abstracts

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Social commerce is a subset of electronic commerce that involves social media, online media that supports social interaction, and user contributions to assist online buying and selling of products and services.

The global Social Commerce market size is projected to grow from US\$ 485670 million in 2023 to US\$ 740140 million in 2030; it is expected to grow at a CAGR of 6.2% from 2024 to 2030.

LPI (LP Information)' newest research report, the “Social Commerce Industry Forecast” looks at past sales and reviews total world Social Commerce sales in 2023, providing a comprehensive analysis by region and market sector of projected Social Commerce sales for 2024 through 2030. With Social Commerce sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Social Commerce industry.

This Insight Report provides a comprehensive analysis of the global Social 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 analyzes the strategies of leading global companies with a focus on Social Commerce portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Social Commerce market.

This Insight Report evaluates the key market trends, drivers, and affecting factors

shaping the global outlook for Social 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 Social Commerce.

The social commerce market statistics estimates that in terms of geographic regions, APAC will be the major revenue contributor to the social commerce market throughout the forecast period. The increasing internet penetration and the rising purchasing power of the middle-class population have made APAC the fastest-growing market for social commerce. This will positively influence the social commerce market size.

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

#### Segmentation by type

Laptops and PCs

Mobiles

Tablets

E-readers

Internet-enabled TVs

Others

#### Segmentation by application

B2B

B2C

C2C

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.

Facebook

Pinterest

Tencent

Twitter

Weibo

Alibaba

Etsy

Fab

iQIYI

LinkedIn

PayPal

Qwiqq

Qzone

Reddit

Renren

Tumblr

Yahoo!

## Contents

### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### 2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
  - 2.1.1 Global Social Commerce Market Size 2019-2030
  - 2.1.2 Social Commerce Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Social Commerce Segment by Type
  - 2.2.1 Laptops and PCs
  - 2.2.2 Mobiles
  - 2.2.3 Tablets
  - 2.2.4 E-readers
  - 2.2.5 Internet-enabled TVs
  - 2.2.6 Others
- 2.3 Social Commerce Market Size by Type
  - 2.3.1 Social Commerce Market Size CAGR by Type (2019 VS 2023 VS 2030)
  - 2.3.2 Global Social Commerce Market Size Market Share by Type (2019-2024)
- 2.4 Social Commerce Segment by Application
  - 2.4.1 B2B
  - 2.4.2 B2C
  - 2.4.3 C2C
- 2.5 Social Commerce Market Size by Application
  - 2.5.1 Social Commerce Market Size CAGR by Application (2019 VS 2023 VS 2030)
  - 2.5.2 Global Social Commerce Market Size Market Share by Application (2019-2024)

### 3 SOCIAL COMMERCE MARKET SIZE BY PLAYER

- 3.1 Social Commerce Market Size Market Share by Players

- 3.1.1 Global Social Commerce Revenue by Players (2019-2024)
- 3.1.2 Global Social Commerce Revenue Market Share by Players (2019-2024)
- 3.2 Global Social Commerce Key Players Head office and Products Offered
- 3.3 Market Concentration Rate Analysis
  - 3.3.1 Competition Landscape Analysis
  - 3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

## **4 SOCIAL COMMERCE BY REGIONS**

- 4.1 Social Commerce Market Size by Regions (2019-2024)
- 4.2 Americas Social Commerce Market Size Growth (2019-2024)
- 4.3 APAC Social Commerce Market Size Growth (2019-2024)
- 4.4 Europe Social Commerce Market Size Growth (2019-2024)
- 4.5 Middle East & Africa Social Commerce Market Size Growth (2019-2024)

## **5 AMERICAS**

- 5.1 Americas Social Commerce Market Size by Country (2019-2024)
- 5.2 Americas Social Commerce Market Size by Type (2019-2024)
- 5.3 Americas Social Commerce Market Size by Application (2019-2024)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

## **6 APAC**

- 6.1 APAC Social Commerce Market Size by Region (2019-2024)
- 6.2 APAC Social Commerce Market Size by Type (2019-2024)
- 6.3 APAC Social Commerce Market Size by Application (2019-2024)
- 6.4 China
- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

## **7 EUROPE**

- 7.1 Europe Social Commerce by Country (2019-2024)
- 7.2 Europe Social Commerce Market Size by Type (2019-2024)
- 7.3 Europe Social Commerce Market Size by Application (2019-2024)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

## **8 MIDDLE EAST & AFRICA**

- 8.1 Middle East & Africa Social Commerce by Region (2019-2024)
- 8.2 Middle East & Africa Social Commerce Market Size by Type (2019-2024)
- 8.3 Middle East & Africa Social Commerce Market Size by Application (2019-2024)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

## **10 GLOBAL SOCIAL COMMERCE MARKET FORECAST**

- 10.1 Global Social Commerce Forecast by Regions (2025-2030)
  - 10.1.1 Global Social Commerce Forecast by Regions (2025-2030)
  - 10.1.2 Americas Social Commerce Forecast
  - 10.1.3 APAC Social Commerce Forecast
  - 10.1.4 Europe Social Commerce Forecast
  - 10.1.5 Middle East & Africa Social Commerce Forecast
- 10.2 Americas Social Commerce Forecast by Country (2025-2030)
  - 10.2.1 United States Social Commerce Market Forecast
  - 10.2.2 Canada Social Commerce Market Forecast



- 10.2.3 Mexico Social Commerce Market Forecast
- 10.2.4 Brazil Social Commerce Market Forecast
- 10.3 APAC Social Commerce Forecast by Region (2025-2030)
  - 10.3.1 China Social Commerce Market Forecast
  - 10.3.2 Japan Social Commerce Market Forecast
  - 10.3.3 Korea Social Commerce Market Forecast
  - 10.3.4 Southeast Asia Social Commerce Market Forecast
  - 10.3.5 India Social Commerce Market Forecast
  - 10.3.6 Australia Social Commerce Market Forecast
- 10.4 Europe Social Commerce Forecast by Country (2025-2030)
  - 10.4.1 Germany Social Commerce Market Forecast
  - 10.4.2 France Social Commerce Market Forecast
  - 10.4.3 UK Social Commerce Market Forecast
  - 10.4.4 Italy Social Commerce Market Forecast
  - 10.4.5 Russia Social Commerce Market Forecast
- 10.5 Middle East & Africa Social Commerce Forecast by Region (2025-2030)
  - 10.5.1 Egypt Social Commerce Market Forecast
  - 10.5.2 South Africa Social Commerce Market Forecast
  - 10.5.3 Israel Social Commerce Market Forecast
  - 10.5.4 Turkey Social Commerce Market Forecast
  - 10.5.5 GCC Countries Social Commerce Market Forecast
- 10.6 Global Social Commerce Forecast by Type (2025-2030)
- 10.7 Global Social Commerce Forecast by Application (2025-2030)

## **11 KEY PLAYERS ANALYSIS**

- 11.1 Facebook
  - 11.1.1 Facebook Company Information
  - 11.1.2 Facebook Social Commerce Product Offered
  - 11.1.3 Facebook Social Commerce Revenue, Gross Margin and Market Share (2019-2024)
  - 11.1.4 Facebook Main Business Overview
  - 11.1.5 Facebook Latest Developments
- 11.2 Pinterest
  - 11.2.1 Pinterest Company Information
  - 11.2.2 Pinterest Social Commerce Product Offered
  - 11.2.3 Pinterest Social Commerce Revenue, Gross Margin and Market Share (2019-2024)
  - 11.2.4 Pinterest Main Business Overview

- 11.2.5 Pinterest Latest Developments
- 11.3 Tencent
  - 11.3.1 Tencent Company Information
  - 11.3.2 Tencent Social Commerce Product Offered
  - 11.3.3 Tencent Social Commerce Revenue, Gross Margin and Market Share (2019-2024)
  - 11.3.4 Tencent Main Business Overview
  - 11.3.5 Tencent Latest Developments
- 11.4 Twitter
  - 11.4.1 Twitter Company Information
  - 11.4.2 Twitter Social Commerce Product Offered
  - 11.4.3 Twitter Social Commerce Revenue, Gross Margin and Market Share (2019-2024)
  - 11.4.4 Twitter Main Business Overview
  - 11.4.5 Twitter Latest Developments
- 11.5 Weibo
  - 11.5.1 Weibo Company Information
  - 11.5.2 Weibo Social Commerce Product Offered
  - 11.5.3 Weibo Social Commerce Revenue, Gross Margin and Market Share (2019-2024)
  - 11.5.4 Weibo Main Business Overview
  - 11.5.5 Weibo Latest Developments
- 11.6 Alibaba
  - 11.6.1 Alibaba Company Information
  - 11.6.2 Alibaba Social Commerce Product Offered
  - 11.6.3 Alibaba Social Commerce Revenue, Gross Margin and Market Share (2019-2024)
  - 11.6.4 Alibaba Main Business Overview
  - 11.6.5 Alibaba Latest Developments
- 11.7 Etsy
  - 11.7.1 Etsy Company Information
  - 11.7.2 Etsy Social Commerce Product Offered
  - 11.7.3 Etsy Social Commerce Revenue, Gross Margin and Market Share (2019-2024)
  - 11.7.4 Etsy Main Business Overview
  - 11.7.5 Etsy Latest Developments
- 11.8 Fab
  - 11.8.1 Fab Company Information
  - 11.8.2 Fab Social Commerce Product Offered
  - 11.8.3 Fab Social Commerce Revenue, Gross Margin and Market Share (2019-2024)

- 11.8.4 Fab Main Business Overview
- 11.8.5 Fab Latest Developments
- 11.9 iQIYI
  - 11.9.1 iQIYI Company Information
  - 11.9.2 iQIYI Social Commerce Product Offered
  - 11.9.3 iQIYI Social Commerce Revenue, Gross Margin and Market Share (2019-2024)
  - 11.9.4 iQIYI Main Business Overview
  - 11.9.5 iQIYI Latest Developments
- 11.10 LinkedIn
  - 11.10.1 LinkedIn Company Information
  - 11.10.2 LinkedIn Social Commerce Product Offered
  - 11.10.3 LinkedIn Social Commerce Revenue, Gross Margin and Market Share (2019-2024)
  - 11.10.4 LinkedIn Main Business Overview
  - 11.10.5 LinkedIn Latest Developments
- 11.11 PayPal
  - 11.11.1 PayPal Company Information
  - 11.11.2 PayPal Social Commerce Product Offered
  - 11.11.3 PayPal Social Commerce Revenue, Gross Margin and Market Share (2019-2024)
  - 11.11.4 PayPal Main Business Overview
  - 11.11.5 PayPal Latest Developments
- 11.12 Qwiqq
  - 11.12.1 Qwiqq Company Information
  - 11.12.2 Qwiqq Social Commerce Product Offered
  - 11.12.3 Qwiqq Social Commerce Revenue, Gross Margin and Market Share (2019-2024)
  - 11.12.4 Qwiqq Main Business Overview
  - 11.12.5 Qwiqq Latest Developments
- 11.13 Qzone
  - 11.13.1 Qzone Company Information
  - 11.13.2 Qzone Social Commerce Product Offered
  - 11.13.3 Qzone Social Commerce Revenue, Gross Margin and Market Share (2019-2024)
  - 11.13.4 Qzone Main Business Overview
  - 11.13.5 Qzone Latest Developments
- 11.14 Reddit
  - 11.14.1 Reddit Company Information
  - 11.14.2 Reddit Social Commerce Product Offered

11.14.3 Reddit Social Commerce Revenue, Gross Margin and Market Share  
(2019-2024)

11.14.4 Reddit Main Business Overview

11.14.5 Reddit Latest Developments

11.15 Renren

11.15.1 Renren Company Information

11.15.2 Renren Social Commerce Product Offered

11.15.3 Renren Social Commerce Revenue, Gross Margin and Market Share  
(2019-2024)

11.15.4 Renren Main Business Overview

11.15.5 Renren Latest Developments

11.16 Tumblr

11.16.1 Tumblr Company Information

11.16.2 Tumblr Social Commerce Product Offered

11.16.3 Tumblr Social Commerce Revenue, Gross Margin and Market Share  
(2019-2024)

11.16.4 Tumblr Main Business Overview

11.16.5 Tumblr Latest Developments

11.17 Yahoo!

11.17.1 Yahoo! Company Information

11.17.2 Yahoo! Social Commerce Product Offered

11.17.3 Yahoo! Social Commerce Revenue, Gross Margin and Market Share  
(2019-2024)

11.17.4 Yahoo! Main Business Overview

11.17.5 Yahoo! Latest Developments

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES

- Table 1. Social Commerce Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)
- Table 2. Major Players of Laptops and PCs
- Table 3. Major Players of Mobiles
- Table 4. Major Players of Tablets
- Table 5. Major Players of E-readers
- Table 6. Major Players of Internet-enabled TVs
- Table 7. Major Players of Others
- Table 8. Social Commerce Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)
- Table 9. Global Social Commerce Market Size by Type (2019-2024) & (\$ Millions)
- Table 10. Global Social Commerce Market Size Market Share by Type (2019-2024)
- Table 11. Social Commerce Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)
- Table 12. Global Social Commerce Market Size by Application (2019-2024) & (\$ Millions)
- Table 13. Global Social Commerce Market Size Market Share by Application (2019-2024)
- Table 14. Global Social Commerce Revenue by Players (2019-2024) & (\$ Millions)
- Table 15. Global Social Commerce Revenue Market Share by Player (2019-2024)
- Table 16. Social Commerce Key Players Head office and Products Offered
- Table 17. Social Commerce Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)
- Table 18. New Products and Potential Entrants
- Table 19. Mergers & Acquisitions, Expansion
- Table 20. Global Social Commerce Market Size by Regions 2019-2024 & (\$ Millions)
- Table 21. Global Social Commerce Market Size Market Share by Regions (2019-2024)
- Table 22. Global Social Commerce Revenue by Country/Region (2019-2024) & (\$ millions)
- Table 23. Global Social Commerce Revenue Market Share by Country/Region (2019-2024)
- Table 24. Americas Social Commerce Market Size by Country (2019-2024) & (\$ Millions)
- Table 25. Americas Social Commerce Market Size Market Share by Country (2019-2024)
- Table 26. Americas Social Commerce Market Size by Type (2019-2024) & (\$ Millions)

Table 27. Americas Social Commerce Market Size Market Share by Type (2019-2024)

Table 28. Americas Social Commerce Market Size by Application (2019-2024) & (\$ Millions)

Table 29. Americas Social Commerce Market Size Market Share by Application (2019-2024)

Table 30. APAC Social Commerce Market Size by Region (2019-2024) & (\$ Millions)

Table 31. APAC Social Commerce Market Size Market Share by Region (2019-2024)

Table 32. APAC Social Commerce Market Size by Type (2019-2024) & (\$ Millions)

Table 33. APAC Social Commerce Market Size Market Share by Type (2019-2024)

Table 34. APAC Social Commerce Market Size by Application (2019-2024) & (\$ Millions)

Table 35. APAC Social Commerce Market Size Market Share by Application (2019-2024)

Table 36. Europe Social Commerce Market Size by Country (2019-2024) & (\$ Millions)

Table 37. Europe Social Commerce Market Size Market Share by Country (2019-2024)

Table 38. Europe Social Commerce Market Size by Type (2019-2024) & (\$ Millions)

Table 39. Europe Social Commerce Market Size Market Share by Type (2019-2024)

Table 40. Europe Social Commerce Market Size by Application (2019-2024) & (\$ Millions)

Table 41. Europe Social Commerce Market Size Market Share by Application (2019-2024)

Table 42. Middle East & Africa Social Commerce Market Size by Region (2019-2024) & (\$ Millions)

Table 43. Middle East & Africa Social Commerce Market Size Market Share by Region (2019-2024)

Table 44. Middle East & Africa Social Commerce Market Size by Type (2019-2024) & (\$ Millions)

Table 45. Middle East & Africa Social Commerce Market Size Market Share by Type (2019-2024)

Table 46. Middle East & Africa Social Commerce Market Size by Application (2019-2024) & (\$ Millions)

Table 47. Middle East & Africa Social Commerce Market Size Market Share by Application (2019-2024)

Table 48. Key Market Drivers & Growth Opportunities of Social Commerce

Table 49. Key Market Challenges & Risks of Social Commerce

Table 50. Key Industry Trends of Social Commerce

Table 51. Global Social Commerce Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 52. Global Social Commerce Market Size Market Share Forecast by Regions

(2025-2030)

Table 53. Global Social Commerce Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 54. Global Social Commerce Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 55. Facebook Details, Company Type, Social Commerce Area Served and Its Competitors

Table 56. Facebook Social Commerce Product Offered

Table 57. Facebook Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 58. Facebook Main Business

Table 59. Facebook Latest Developments

Table 60. Pinterest Details, Company Type, Social Commerce Area Served and Its Competitors

Table 61. Pinterest Social Commerce Product Offered

Table 62. Pinterest Main Business

Table 63. Pinterest Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 64. Pinterest Latest Developments

Table 65. Tencent Details, Company Type, Social Commerce Area Served and Its Competitors

Table 66. Tencent Social Commerce Product Offered

Table 67. Tencent Main Business

Table 68. Tencent Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 69. Tencent Latest Developments

Table 70. Twitter Details, Company Type, Social Commerce Area Served and Its Competitors

Table 71. Twitter Social Commerce Product Offered

Table 72. Twitter Main Business

Table 73. Twitter Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 74. Twitter Latest Developments

Table 75. Weibo Details, Company Type, Social Commerce Area Served and Its Competitors

Table 76. Weibo Social Commerce Product Offered

Table 77. Weibo Main Business

Table 78. Weibo Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 79. Weibo Latest Developments

Table 80. Alibaba Details, Company Type, Social Commerce Area Served and Its Competitors

Table 81. Alibaba Social Commerce Product Offered

Table 82. Alibaba Main Business

Table 83. Alibaba Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 84. Alibaba Latest Developments

Table 85. Etsy Details, Company Type, Social Commerce Area Served and Its Competitors

Table 86. Etsy Social Commerce Product Offered

Table 87. Etsy Main Business

Table 88. Etsy Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 89. Etsy Latest Developments

Table 90. Fab Details, Company Type, Social Commerce Area Served and Its Competitors

Table 91. Fab Social Commerce Product Offered

Table 92. Fab Main Business

Table 93. Fab Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 94. Fab Latest Developments

Table 95. iQIYI Details, Company Type, Social Commerce Area Served and Its Competitors

Table 96. iQIYI Social Commerce Product Offered

Table 97. iQIYI Main Business

Table 98. iQIYI Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 99. iQIYI Latest Developments

Table 100. LinkedIn Details, Company Type, Social Commerce Area Served and Its Competitors

Table 101. LinkedIn Social Commerce Product Offered

Table 102. LinkedIn Main Business

Table 103. LinkedIn Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 104. LinkedIn Latest Developments

Table 105. PayPal Details, Company Type, Social Commerce Area Served and Its Competitors

Table 106. PayPal Social Commerce Product Offered



Table 107. PayPal Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 108. PayPal Main Business

Table 109. PayPal Latest Developments

Table 110. Qwiqq Details, Company Type, Social Commerce Area Served and Its Competitors

Table 111. Qwiqq Social Commerce Product Offered

Table 112. Qwiqq Main Business

Table 113. Qwiqq Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 114. Qwiqq Latest Developments

Table 115. Qzone Details, Company Type, Social Commerce Area Served and Its Competitors

Table 116. Qzone Social Commerce Product Offered

Table 117. Qzone Main Business

Table 118. Qzone Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 119. Qzone Latest Developments

Table 120. Reddit Details, Company Type, Social Commerce Area Served and Its Competitors

Table 121. Reddit Social Commerce Product Offered

Table 122. Reddit Main Business

Table 123. Reddit Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 124. Reddit Latest Developments

Table 125. Renren Details, Company Type, Social Commerce Area Served and Its Competitors

Table 126. Renren Social Commerce Product Offered

Table 127. Renren Main Business

Table 128. Renren Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 129. Renren Latest Developments

Table 130. Tumblr Details, Company Type, Social Commerce Area Served and Its Competitors

Table 131. Tumblr Social Commerce Product Offered

Table 132. Tumblr Main Business

Table 133. Tumblr Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 134. Tumblr Latest Developments

Table 135. Yahoo! Details, Company Type, Social Commerce Area Served and Its Competitors

Table 136. Yahoo! Social Commerce Product Offered

Table 137. Yahoo! Main Business

Table 138. Yahoo! Social Commerce Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 139. Yahoo! Latest Developments

## List Of Figures

### LIST OF FIGURES

- Figure 1. Social Commerce Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Social Commerce Market Size Growth Rate 2019-2030 (\$ Millions)
- Figure 6. Social Commerce Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)
- Figure 7. Social Commerce Sales Market Share by Country/Region (2023)
- Figure 8. Social Commerce Sales Market Share by Country/Region (2019, 2023 & 2030)
- Figure 9. Global Social Commerce Market Size Market Share by Type in 2023
- Figure 10. Social Commerce in B2B
- Figure 11. Global Social Commerce Market: B2B (2019-2024) & (\$ Millions)
- Figure 12. Social Commerce in B2C
- Figure 13. Global Social Commerce Market: B2C (2019-2024) & (\$ Millions)
- Figure 14. Social Commerce in C2C
- Figure 15. Global Social Commerce Market: C2C (2019-2024) & (\$ Millions)
- Figure 16. Global Social Commerce Market Size Market Share by Application in 2023
- Figure 17. Global Social Commerce Revenue Market Share by Player in 2023
- Figure 18. Global Social Commerce Market Size Market Share by Regions (2019-2024)
- Figure 19. Americas Social Commerce Market Size 2019-2024 (\$ Millions)
- Figure 20. APAC Social Commerce Market Size 2019-2024 (\$ Millions)
- Figure 21. Europe Social Commerce Market Size 2019-2024 (\$ Millions)
- Figure 22. Middle East & Africa Social Commerce Market Size 2019-2024 (\$ Millions)
- Figure 23. Americas Social Commerce Value Market Share by Country in 2023
- Figure 24. United States Social Commerce Market Size Growth 2019-2024 (\$ Millions)
- Figure 25. Canada Social Commerce Market Size Growth 2019-2024 (\$ Millions)
- Figure 26. Mexico Social Commerce Market Size Growth 2019-2024 (\$ Millions)
- Figure 27. Brazil Social Commerce Market Size Growth 2019-2024 (\$ Millions)
- Figure 28. APAC Social Commerce Market Size Market Share by Region in 2023
- Figure 29. APAC Social Commerce Market Size Market Share by Type in 2023
- Figure 30. APAC Social Commerce Market Size Market Share by Application in 2023
- Figure 31. China Social Commerce Market Size Growth 2019-2024 (\$ Millions)
- Figure 32. Japan Social Commerce Market Size Growth 2019-2024 (\$ Millions)
- Figure 33. Korea Social Commerce Market Size Growth 2019-2024 (\$ Millions)

Figure 34. Southeast Asia Social Commerce Market Size Growth 2019-2024 (\$ Millions)

Figure 35. India Social Commerce Market Size Growth 2019-2024 (\$ Millions)

Figure 36. Australia Social Commerce Market Size Growth 2019-2024 (\$ Millions)

Figure 37. Europe Social Commerce Market Size Market Share by Country in 2023

Figure 38. Europe Social Commerce Market Size Market Share by Type (2019-2024)

Figure 39. Europe Social Commerce Market Size Market Share by Application (2019-2024)

Figure 40. Germany Social Commerce Market Size Growth 2019-2024 (\$ Millions)

Figure 41. France Social Commerce Market Size Growth 2019-2024 (\$ Millions)

Figure 42. UK Social Commerce Market Size Growth 2019-2024 (\$ Millions)

Figure 43. Italy Social Commerce Market Size Growth 2019-2024 (\$ Millions)

Figure 44. Russia Social Commerce Market Size Growth 2019-2024 (\$ Millions)

Figure 45. Middle East & Africa Social Commerce Market Size Market Share by Region (2019-2024)

Figure 46. Middle East & Africa Social Commerce Market Size Market Share by Type (2019-2024)

Figure 47. Middle East & Africa Social Commerce Market Size Market Share by Application (2019-2024)

Figure 48. Egypt Social Commerce Market Size Growth 2019-2024 (\$ Millions)

Figure 49. South Africa Social Commerce Market Size Growth 2019-2024 (\$ Millions)

Figure 50. Israel Social Commerce Market Size Growth 2019-2024 (\$ Millions)

Figure 51. Turkey Social Commerce Market Size Growth 2019-2024 (\$ Millions)

Figure 52. GCC Country Social Commerce Market Size Growth 2019-2024 (\$ Millions)

Figure 53. Americas Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 54. APAC Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 55. Europe Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 56. Middle East & Africa Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 57. United States Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 58. Canada Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 59. Mexico Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 60. Brazil Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 61. China Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 62. Japan Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 63. Korea Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 64. Southeast Asia Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 65. India Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 66. Australia Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 67. Germany Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 68. France Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 69. UK Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 70. Italy Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 71. Russia Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 72. Spain Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 73. Egypt Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 74. South Africa Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 75. Israel Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 76. Turkey Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 77. GCC Countries Social Commerce Market Size 2025-2030 (\$ Millions)

Figure 78. Global Social Commerce Market Size Market Share Forecast by Type (2025-2030)

Figure 79. Global Social Commerce Market Size Market Share Forecast by Application (2025-2030)

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