

# **B2C E-Commerce Market Report: Trends, Forecast and Competitive Analysis to 2030**

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## **Abstracts**

2 – 3 business days after placing order

### **B2C E-Commerce Trends and Forecast**

The future of the global B2C E-commerce market looks promising with opportunities in the automotive, beauty & personal care, books & stationery, consumer electronic, clothing & footwear, home decor & electronic, sports & leisure, travel & tourism, and media & entertainment markets. The global B2C E-commerce market is expected to reach an estimated \$6988.1 billion by 2030 with a CAGR of 8.2% from 2024 to 2030. The major drivers for this market are increasing popularity of social commerce, increasing availability and affordability of the internet, and proliferation of smartphones and mobile devices.

Lucintel forecasts that B2C retailer will remain the larger segment over the forecast period due to rising mobile transactions and internet banking, rapid urbanization and smart city development in developing countries, as well as, growing demand across the border.

APAC will remain the largest region over the forecast period due to the rapid economic growth, increasing urbanization, and growing internet connectivity in second-tier cities & rural areas in this region.

### **Emerging Trends in the B2C E-Commerce Market**

The future of B2C e-commerce market is being shaped by several emerging trends which are evolving rapidly. These trends are a result of technological advancements,

change in consumer preferences as well as new business models. It is important for businesses to recognize these trends and their implications, so that they can remain competitive and benefit from the changes occurring within digital retail space.

**Omnichannel Retailing:** Omni-channel retailing seeks to integrate online shops as well as offline experiences thus enabling brand interaction with customers across multiple platforms. Companies are investing in technologies that bring together store inventories, customer data, and sales channels into a single system that spans bricks-and-mortar sites, websites, and mobile applications. This approach ensures customer satisfaction by delivering consistent personalized shopping experiences that are convenient at all times to them. As inventory management becomes more efficient through Omni-channel strategies, operational efficiency combined with enhanced engagement results in increased sales.

**Social Commerce:** This entails making use of social media platforms like Instagram or Facebook to facilitate e-commerce transactions. Shoppable posts on Instagram or live streaming on TikTok represents some direct sales platforms that can be used for this purpose nowadays. Such a trend comes from combining shopping and social interaction to be more engaging and interactive for brands that want consumers to meet them in this new space. Through social commerce, a brand's visibility is increased; impulse purchases are driven while at the same time providing room for targeted advertising as well as influencer marketing.

**Artificial Intelligence and Personalization:** AI technologies have transformed the B2C e-commerce market through enabling personalized shopping experience. These technologies help analyze customer behavioral patterns and preferences ensuring that products suggestions are tailored to meet their specific needs, implementing targeted marketing strategies or even offering personalized customer services. This trend has improved customer satisfaction levels due to relevant interactions with customers. Additionally, AI is streamlining operations such as inventory management, fraud detection as well as supporting customers in other aspects of processing orders.

**Mobile Commerce (M-Commerce):** The rise of mobile commerce is one of the major trends observed in B2C e-commerce market owing to increased use of smartphones and mobile apps. This type of commerce enables clients to shop

via their phones anytime from anywhere since phone based websites and Apps offer smooth shopping experiences. One click payment options allow for easy online transactions on mobile phones with account numbers stored in applications such as Paytm which also uses geographic location tools. Consequently, businesses are focusing on developing user-friendly mobile interfaces by using data generated by mobile devices so that they can optimize their marketing campaigns while improving consumer engagements.

**Sustainable and Ethical Shopping:** Consumers are increasingly putting sustainability and ethical considerations before other factors in their purchasing decisions. This is driving demand for eco-friendly products, sustainable packaging, and supply chain transparency. E-commerce companies are responding by going green, encouraging ethical brands, and providing information about product performance in terms of sustainability. It should be noted that this trend influences how firms come up with their marketing strategies, introduce new goods into the market or implement corporate social responsibility initiatives. On the other hand, businesses that conform to the customers' values on sustainability and ethics will perform better than those which do not.

Omnichannel retailing, social commerce, AI-personalization-mobile commerce (APMC), sustainable shopping are some of the emerging trends reconfiguring B2C e-commerce market landscape. These shifts have brought about an improvement of customer experiences; they have led to a change in business models as well as affected market dynamics. In order to survive against current demands from digital users who persistently change with time; it will be essential for corporations to pay attention to these trends.

### Recent Developments in the B2C E-Commerce Market

The recent advancements in technology, changing consumer preferences, and evolving businesses strategies characterize contemporary developments in B2C e-commerce market space. The way businesses function has been altered by such developments through customer interaction thus driving growth as well as innovative ideas within the digital retail sector. Technological innovations have played a major role within this period while consumers behaviors appear to shift towards new patterns hence creating an entirely different landscape for trade.

**Advanced Payment Solutions:** The introduction of advanced payment solutions like cryptocurrencies such as Bitcoin has changed online business transactions fundamentally. With regard to this fact, digital wallets also offer secure payment while buy now pay later services usually allow flexible payments plans for various clients. These make the checkout process seamless while reducing cart abandonment and increasing conversion rates. Furthermore, the integration of advanced payment technologies also facilitates global e-commerce by easing the implementation of international transactions.

**Growth of Subscription-Based Models:** In B2C e-commerce, there is an increased adoption of subscription-based business models where people pay periodically for products and services. Among examples that can be cited here include meal kits, beauty boxes as well as digital content companies. This approach leads to predictable revenue streams as well as personalized experiences and exclusive benefits thus ensuring customer loyalty. The advent of personalized subscription services is indicative of a move toward ongoing engagement with clients.

**Expansion of Social Commerce:** The growth in social commerce has been marked by the addition to shopping services within social media platforms including Instagram, Facebook and TikTok. This has ensured that users can purchase without leaving these platforms. The use of interactive content through brands enables them to reach out new customers via familiar channels while boosting sales. Social commerce's expansion has resulted in a paradigm shift in how businesses market and sell their products online.

**Enhancement of Logistics and Fulfillment:** Ecommerce companies are investing heavily in logistics and fulfillment infrastructure to ensure fast and reliable delivery. Some such innovations include but not limited to automation or robotics for managing warehouses as well as offering same-day or next-day delivery options. Improving logistics helps increase customer satisfaction levels through speeding up order fulfillment processes plus providing tracking tools. Moreover, it helps businesses stay competitive by meeting rising expectations from online shoppers.

**Focus on Personalization and AI:** The use of artificial intelligence (AI) for personalization is transforming the B2C e-commerce market by delivering tailored shopping experiences. By means of AI software, personalized product recommendations can be made based on historic customer data. In addition,

companies' websites are populated with targeted advertisements that are chosen according to users preferences – an advertising technique called behavioral targeting. These types of processes aim at increasing brand loyalty by focusing on consumer engagement.

Advanced payment solutions, subscription-based models, social commerce initiatives, logistics and fulfillment improvements and a rise in AI-powered personalization tools like machine learning algorithms have redefined the B2C e-commerce market. Consequently, innovation is driven while customer experience improves, as well as influencing the entire market dynamics. Therefore new technologies will make businesses adapt to these changes in order to thrive in the fast-evolving digital retail space.

### Strategic Growth Opportunities for B2C E-Commerce Market

This article focuses on strategic growth opportunities within business-to-consumer (B2C) e-commerce market which result from technological advancements; changing consumer preferences; and evolving business models. For instance, identification and maximization of such opportunities can help expand a company's geographical reach by improving customer relations thereby increasing sales proceeds. Some significant examples include digitizing operations towards becoming more eco-friendly or embracing "green" practices; initiating cost-cutting measures via optimizing resource allocation to reduce overhead expenses; as well as sustaining long term relationships through offering after-sales services among others.

**Digital Transformation:** The ongoing digital transformation in the B2C e-commerce market presents significant growth opportunities. This includes cloud computing technology where companies store their data centers remotely or outsource IT infrastructure instead of having them stored within premises. Therefore Digital marketing has been used as a tool during promoting products and services online making it possible for sellers to reach consumers globally irrespective of their regions. This, therefore, calls for digital marketing strategy where businesses compete with each other on online platforms.

**Subscription-Based Services:** Subscription-based services are a growing opportunity in the B2C e-commerce market. On the other hand, many other brands have come up with subscription services that allow customers to pay a periodic fee and get new stuff every month. For example, expanding this

business line by introducing new products into the list is essential as it will enable reaching out to various classes of customers and maintaining long term relationships.

**Social Commerce Integration:** Integrating social commerce into e-commerce strategies presents a valuable growth opportunity. Moreover, Instagram now allows users to buy products by tagging them, while Facebook has introduced groups dedicated to buying and selling items. In order for this process to go well there is need for brands across the globe engage professional social media manager who can be able to translate all what consumers are saying about their product or service such that it fits within consumer's minds thus increasing sales volumes. However many companies fail at this stage since they do not have good content managers who could help popularize or create engaging content within their sites thus leading to low conversion rates.

**Mobile Optimization:** The rise of mobile commerce presents a key growth opportunity for e-commerce businesses. Also shopping through smartphones and tablets is fast becoming common among people worldwide thus creating a huge demand for mobile apps in retail sector. Therefore when developing these devices and applications, developers should make sure that they take care of user preferences regarding design patterns used such as responsiveness should be made possible based on how information gets displayed on any screen-size (portability). Thus ignoring this fact may lead some people continue using websites designed specifically for desktop computers only thereby losing revenue opportunities due lack awareness about potential customers' needs

**Sustainable and Ethical E-Commerce:** The demand for sustainability and ethical e-commerce is opening up opportunities for businesses that put the environment first in their list of priorities. More people are interested in eco-friendly merchandise and transparent supply chains. Supporting fair trade, among others, and reducing packing waste could see such companies targeting a group of buyers who have embraced social responsibility concepts thus setting themselves apart from other players in the market. It builds on sustainability while enhancing morals to resultantly enhance trustworthiness of the brand as well as customer loyalty.

The B2C e-commerce market is being shaped by strategic growth opportunities such as digital transformation, subscription-based services, social commerce integration, mobile



optimization and sustainable e-commerce. By capitalizing on these opportunities, enterprises can be innovative in service delivery to customers hence enabling them to achieve long term growth objectives. In order to be competitive in a digital retail landscape that is always changing, businesses need to adopt these trends as well as adapt with changing market needs.

## B2C E-Commerce Market Driver and Challenges

There are many factors pushing or restraining growth of the business-to-consumer electronic commerce industry. Technological improvements dominate this sector followed by economic variables with regulatory issues taking third position as far as drivers are concerned. To successfully traverse through this field for any business entity and optimize on all available chances while addressing potential pitfalls one must have a grasp on these areas.

The factors responsible for driving the b2c e-commerce market include:

1. **Technological Advancements:** Technological advancements influence growth within B2C e-commerce markets most notably AI; innovating alongside machine learning plus big data analytics has made it possible for merchants to give people personal shopping experiences which help optimize their operations besides improving customer engagement levels. Advanced payment techniques including mobile technologies also play part towards expanding markets by making payments easier alongside safer for clients.
2. **Growing E-Commerce Penetration:** Increased penetration of e-commerce is increasing the size of the market globally. In order to enhance their digital presence and invest in the e-commerce infrastructure, companies are increasingly shifting from traditional retail models. Besides mobile commerce, digital payments are driving growth in this sector through increased online sales.
3. **Changing Consumer Preferences:** The B2C e-commerce market is being influenced by changes in consumer preferences. Modern day consumers demand convenience, personalization and seamless shopping experiences. The urge for quick delivery, flexible payment options as well as personalized recommendations means that businesses must re-orient their strategies to align with these contemporary expectations through technology investment.
4. **Growth of Digital Payment Solutions:** This is one of the key drivers of B2C e-

commerce markets' development. A wide range of secure transactions can now be facilitated using digital wallets, mobile payments, and BNPL services. These payment solutions contribute to better checkouts, fewer abandoned carts and promotion of cross-border e-commerce.

5. Expansion of Global Markets: There are many opportunities for growth in the B2C e-commerce due to expansion into global markets by various firms. More businesses are focusing on international consumers and exploring different regions in order to increase their sales volume. Logistics improvements have led to growth in cross-border e-commerce whereas technological advancements in terms of payment systems have made it easier for businesses across international boundaries thus diversifying revenue sources.

Challenges in the b2c e-commerce market are:

1. Regulatory and Compliance Issues: Regulatory issues pose a challenge to B2C electronic commerce marketing (Baltzan & Phillips 2010). Businesses involved need to understand complex laws regarding data handling/privacy plus international trade hence stay within them while avoiding both legal hassles as well as loss of public confidence such as abiding by GDPR or CCPA regulations which when not observed can lead into alterations that may affect operations within a given marketplace .

2. Cybersecurity Risks: Cybersecurity risks have become a major obstacle in the B2C e-commerce market. A higher frequency of cyber-attacks and data breaches poses threats to consumer data and business functioning. High level of cybersecurity as well as protection of sensitive information are essential for customer trust retention and avoiding financial losses. Investing in cyber security solutions and being watchful for threats is vital for safeguarding e-commerce platforms.

3. Logistics and Supply Chain Complexities: The logistics and supply chain complexities can affect the efficiency and effectiveness of an e-commerce operation. Firms operating globally may find it challenging to manage inventory, order fulfillment, and shipping processes. Delay, disruption or inefficiencies in supply chain also have impact on customer satisfaction levels as well as cost of operations. These challenges would require investment in logistics solutions whilst at the same time optimizing supply chain management strategies.

Technological advancements, growing e-commerce penetration rates, changing consumer preferences, digital payment solutions, global markets expansion are some of



the drivers that shape the B2C e-commerce market. Regulatory issues; cyber security risk; logistics complexity among others serve as challenges that should be faced with due consideration. Business entities must understand these above factors so that they can ably deal with them

### List of B2C E-Commerce Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies B2C E-commerce companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the B2C E-commerce companies profiled in this report include-

Alibaba

Amazon.Com

Asos

eBay

Flipkart

Jd.Com

MakeMyTrip

### B2C E-Commerce by Segment

The study includes a forecast for the global B2C E-commerce by type, application, and region.

### B2C E-Commerce Market by Type [Analysis by Value from 2018 to 2030]:

B2C Retailers

## Classifieds

### B2C E-Commerce Market by Application [Analysis by Value from 2018 to 2030]:

Automotive

Beauty & Personal Care

Books & Stationery

Consumer Electronics

Clothing & Footwear

Home Decor & Electronics

Sports & Leisure

Travel & Tourism

Media & Entertainment

### B2C E-Commerce Market by Region [Shipment Analysis by Value from 2018 to 2030]:

North America

Europe

Asia Pacific

The Rest of the World

### Country Wise Outlook for the B2C E-Commerce Market

The global regions of B2C e-commerce market have witnessed dynamic growth and change based on technological progress, changing consumer behaviors, and the state

of economy. Businesses are adapting to these changes by ensuring the highest level of convenience, personalization and efficiency in their operations as they shift towards digital platforms as a core business strategy . In the United States, China, Germany, India and Japan there have been recent developments that point towards some significant shifts in market trends coupled with changing consumer expectations . This has led to competition among firms who want to adopt new payment solutions such as mobile payments or integrate current payment systems with other systems that will enhance customer engagement strategies . Therefore, it is not only the competitiveness but also innovations by incumbent players in the field that shape national markets' competitive landscape. Again regulatory factors and economic factors play a part here too by providing enabling environments for inventions in this sector. Therefore, for anyone who wants to understand how B2C e-commerce is evolving globally he or she needs to know everything that has happened up-to-date.

**United States:** In US, Omnichannel retailing has grown alongside technological advancements thereby giving life to her B2C e-commerce market. For instance major retailers are now offering both online plus offline shopping options which makes it easier for customers who prefer one mode of purchasing over another . They therefore make use of augmented reality and virtual reality applications during online shopping to improve user experience especially when making buying decisions. Also utilization of subscription-based pricing model together with individualized marketing campaigns propelled by data analytics combined with AI is increasing across various sectors due to increased competition from internet giants like Amazon.

**China:** Biggest names such as JD.com and Alibaba still dominate the Chinese B2C e-commerce market. In such a scenario, WeChat and Douyin are being used for both social interaction and shopping due to growing adoption of social commerce in China . Mobile payments continue to grow, supported by widespread use of digital wallets and QR code payments (Satya et al. 2014). Furthermore, there is an increasing interest on cross border ecommerce as more and more Chinese consumers buy foreign products. Also, it is in this context that there has been integration of artificial intelligence together with big data analytics so as to enhance customer experience while at the same time improving operational efficiency.

**Germany:** In Germany, sustainability and digital innovation have been some of the things that have characterized B2C e-commerce growth . On one hand "consumers' increasing awareness of eco-friendly issues has pushed

companies into adopting green logistics and packaging solutions. On the other hand, direct-to-consumer brands like Casper are making waves by connecting customers through their own digital platforms instead of going through traditional retail intermediaries. The emphasis on data protection in Germany has made online retail trade comply with GDPR requirements and provide adequate security measures for handling client's data throughout company's existence online. Another aspect associated with Germany B2C ecommerce is provision of better mobile e-commerce capabilities considering the highly increasing number of people using phones to do business every day.

**India:** The country's B2C e-commerce market is growing rapidly thanks to increased internet penetration rates alongside smartphone consumption levels going up as well. This country has also seen emergence of localized models where Indian languages are used to cater for local tastes. Additionally, there is a high usage rate among consumers for these apps when it comes to mobile commerce. This has resulted in an explosive growth of digital payments with the government pushing its citizens towards cashless transactions and provision of financial services to those who are unbanked. The logistics industry is seeing more investment as it works on improving supply chain efficiency that can deal with India's vast and diverse geography.

**Japan:** The B2C e-commerce market is marked by a combination of cutting-edge technologies and changing consumers' preferences. There have been recent developments such as the use of AI driven chatbots for customer service and customized shopping experience. Online to offline (O2O) integration is highly stressed in order to ensure smooth transition between online and physical stores. Cross-border E-commerce by Japanese shoppers is also gaining momentum particularly on international products. Further more, subscription-based services are increasingly being employed with an aim of improving user experience through sophisticated digital interfaces and mobile optimization.

## Features of the Global B2C E-Commerce Market

**Market Size Estimates:** B2c E-commerce market size estimation in terms of value (\$B).

**Trend and Forecast Analysis:** Market trends (2018 to 2023) and forecast (2024 to 2030) by various segments and regions.

**Segmentation Analysis:** B2c E-commerce market size by type, application, and region in terms of value (\$B).

**Regional Analysis:** B2c E-commerce market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

**Growth Opportunities:** Analysis of growth opportunities in different type, application, and regions for the B2C E-commerce market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape of the B2C E-commerce market.

Analysis of competitive intensity of the industry based on Porter's Five Forces model.

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## FAQ

**Q.1 What is the B2C E-commerce market size?**

**Answer:** The global B2C E-commerce market is expected to reach an estimated \$6988.1 billion by 2030.

**Q.2 What is the growth forecast for B2C E-commerce market?**

**Answer:** The global B2C E-commerce market is expected to grow with a CAGR of 8.2% from 2024 to 2030.

**Q.3 What are the major drivers influencing the growth of the B2C E-commerce market?**

**Answer:** The major drivers for this market are increasing popularity of social commerce, increasing availability and affordability of the internet, and proliferation of smartphones and mobile devices

**Q4. What are the major segments for B2C E-commerce market?**

**Answer:** The future of the global B2C E-commerce market looks promising with

opportunities in the automotive, beauty & personal care, books & stationery, consumer electronic, clothing & footwear, home decor & electronic, sports & leisure, travel & tourism, and media & entertainment markets.

Q5. Who are the key B2C E-commerce market companies?

Answer: Some of the key B2C E-commerce companies are as follows:

Alibaba

Amazon.Com

Asos

eBay

Flipkart

Jd.Com

MakeMyTrip

Q6. Which B2C E-commerce market segment will be the largest in future?

Answer: Lucintel forecasts that B2C retailer will remain the larger segment over the forecast period due to rising mobile transactions and internet banking, rapid urbanization and smart city development in developing countries, as well as, growing demand across the border.

Q7. In B2C E-commerce market, which region is expected to be the largest in next 5 years?

Answer: APAC will remain the largest region over the forecast period due to the rapid economic growth, increasing urbanization, and growing internet connectivity in second-tier cities & rural areas in this region.

Q.8 Do we receive customization in this report?



Answer: Yes, Lucintel provides 10% customization without any additional cost.

This report answers following 11 key questions:

Q.1. What are some of the most promising, high-growth opportunities for the B2C E-commerce market by type (B2C retailers and classifieds), application (automotive, beauty & personal care, books & stationery, consumer electronics, clothing & footwear, home decor & electronics, sports & leisure, travel & tourism, and media & entertainment), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last 5 years and what has its impact been on the industry?

For any questions related to B2C E-Commerce Market, B2C E-Commerce Market Size, B2C E-Commerce Market Growth, B2C E-Commerce Market Analysis, B2C E-Commerce Market Report, B2C E-Commerce Market Share, B2C E-Commerce Market

Trends, B2C E-Commerce Market Forecast, B2C E-Commerce Companies, write Lucintel analyst at email: [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com). We will be glad to get back to you soon.

Market Report

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