

# Global Online Retail Industry Profile & Value Chain Analysis

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## Abstracts

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### SUMMARY

Global Online Retail industry profile provides top-line qualitative and quantitative summary information including: market size (value 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the sector.

The value/supply chain analysis reveals the business activities which comprise the global online retail sector's value/supply chain. All key stages are highlighted, along with examples of companies active, and assessments of the burning issues for every stage of the value/supply chain. Key value/supply chain stages analyzed include product manufacturing, suppliers, online retailers, and delivery.

### SYNOPSIS

Essential resource for top-line data and analysis covering the global online retail sector. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### KEY HIGHLIGHTS

The online retail sector includes all sales within each category listed below, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is

a pure-play internet company or the online offering of a bricks and mortar retailer. Apparel retail includes menswear, womenswear and childrenswear.

Electrical & electronics retail includes communications equipment, computer hardware & software, consumer electronics, household appliances and photographic equipment.

Food & grocery retail includes food, drinks, household products and tobacco.

Footwear includes men's, women's and children's footwear.

Home & garden products includes gardening & outdoor living, home improvement and homewares.

Any other retail market segments include only the sub-markets named.

The 'Other' segment is a sum of the following markets; Jewelry, Watches All currency conversions are carried out at constant annual average 2016 exchange rates.

The global online retail sector generated total revenues of \$929.8bn in 2017, representing a compound annual growth rate (CAGR) of 16.2% between 2013 and 2017.

The electrical & electronics retail segment was the sector's most lucrative in 2017, with total revenues of \$297.6bn, equivalent to 32% of the sector's overall value.

The maturity of the US and European online retail sector also led to a shift in consumption patterns. Growth of the apparel retail segment in particular, which had a limited reach in the early years of e-commerce, has outpaced that of the previously buoyant electrical & electronics segment. This implies that consumers' dissonance towards online transactions regarding physical contact with the product in order to increase awareness has been curbed.

Customers can buy almost any product online and as a result the range of manufacturers is huge

Donald Trump has claimed that Amazon costs the US Postal Service billions of dollars a year but the company could be gearing up to become more independent.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail sector

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global online retail sector

Leading company profiles reveal details of key online retail sector players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the global online retail sector with five year forecasts

Quickly and easily identify the key stages and sub-stages of the global online retail sector value/supply chain

See examples of companies active at each stage of the global online retail sector value/supply chain

Examine trends and burning issues impacting the global online retail sector value/supply chain

## **REASONS TO BUY**

What was the size of the global online retail sector by value in 2017?

What will be the size of the global online retail sector in 2022?

What factors are affecting the strength of competition in the global online retail sector?

How has the sector performed over the last five years?

What are the main segments that make up the global online retail sector?

Who are the top competitors in the global online retail sector?

What are the key stages of the global online retail sector value/supply chain?

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