

Online Retail in Taiwan

<https://marketpublishers.com/r/O2E5D516ACDEN.html>

Date: February 2020

Pages: 36

Price: US\$ 350.00 (Single User License)

ID: O2E5D516ACDEN

Abstracts

Online Retail in Taiwan

SUMMARY

Online Retail in Taiwan industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The Online Retail market 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.

The Taiwanese online retail sector generated total revenues of \$21.6bn in 2018, representing a compound annual growth rate (CAGR) of 19.7% between 2014 and 2018.

The footwear segment was the sector's most lucrative in 2018, with total revenues of \$10.2bn, equivalent to 47.3% of the sector's overall value.

The growing penetration of e-commerce platforms, due to high levels of internet access, has led to an increase in online retail sales.

SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Taiwan

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

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

REASONS TO BUY

What was the size of the Taiwan online retail market by value in 2018?

What will be the size of the Taiwan online retail market in 2023?

What factors are affecting the strength of competition in the Taiwan online retail market?

How has the market performed over the last five years?

What are the main segments that make up Taiwan's online retail market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. Who are the main challengers to the incumbents?

8 COMPANY PROFILES

- 8.1. Momo Inc
- 8.2. Alibaba Group Holding Limited

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Taiwan online retail sector value: \$ million, 2014-18

Table 2: Taiwan online retail sector category segmentation: \$ million, 2018

Table 3: Taiwan online retail sector geography segmentation: \$ million, 2018

Table 4: Taiwan online retail sector distribution: % share, by value, 2018

Table 5: Taiwan online retail sector value forecast: \$ million, 2018-23

Table 6: Momo Inc: key facts

Table 7: Momo Inc: Annual Financial Ratios

Table 8: Momo Inc: Key Employees

Table 9: Alibaba Group Holding Limited: key facts

Table 10: Alibaba Group Holding Limited: Annual Financial Ratios

Table 11: Alibaba Group Holding Limited: Key Employees

Table 12: Taiwan size of population (million), 2014-18

Table 13: Taiwan gdp (constant 2005 prices, \$ billion), 2014-18

Table 14: Taiwan gdp (current prices, \$ billion), 2014-18

Table 15: Taiwan inflation, 2014-18

Table 16: Taiwan consumer price index (absolute), 2014-18

Table 17: Taiwan exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: Taiwan online retail sector value: \$ million, 2014-18

Figure 2: Taiwan online retail sector category segmentation: % share, by value, 2018

Figure 3: Taiwan online retail sector geography segmentation: % share, by value, 2018

Figure 4: Taiwan online retail sector distribution: % share, by value, 2018

Figure 5: Taiwan online retail sector value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the online retail sector in Taiwan, 2018

Figure 7: Drivers of buyer power in the online retail sector in Taiwan, 2018

Figure 8: Drivers of supplier power in the online retail sector in Taiwan, 2018

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in Taiwan, 2018

Figure 10: Factors influencing the threat of substitutes in the online retail sector in Taiwan, 2018

Figure 11: Drivers of degree of rivalry in the online retail sector in Taiwan, 2018

I would like to order

Product name: Online Retail in Taiwan

Product link: <https://marketpublishers.com/r/O2E5D516ACDEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/O2E5D516ACDEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970