

Automotive E-tailing Market by Vehicle Type, Vendor (OEM and Third Party), Product Label (Branded and Counterfeit), Components (Infotainment, Interior Accessories, Engine Components, Tires, and Electrical Products), Technology, and Region - Global Forecast to 2021

<https://marketpublishers.com/r/A34BCFA720CEN.html>

Date: December 2016

Pages: 180

Price: US\$ 5,650.00 (Single User License)

ID: A34BCFA720CEN

Abstracts

“Continuous increase in vehicle sales, growing average age of existing vehicle population and growing trend of online shopping has driven demand in the automotive E-tailing market.”

The automotive E-tailing market is estimated to grow at a CAGR of 12.53 % to reach a market size of USD 49.07 billion by 2021. Existing vehicle population, new vehicles sales coupled with increase in online shopping are the factors responsible for the growth of automobile E-tailing.

“Increase in the internet and smartphone penetration rate and presence of a large number of SMBs has driven the demand for digital e-commerce software platform market.”

The digital e-commerce software platform market is estimated to register high growth rate in the forecasted period. Increase in the internet and smartphone penetration rate along with presence of a large number of SMBs who are opting for e commerce platform for their business operations are the factors responsible for the growth.

Third party vendor of automotive vendor E-tailing market is the fastest growing segment

Third party vendors in the automotive E-tailing market are showing a significant growth as compared to OEM vendors. Availability of broad range of products, features such as price comparison, customer reviews, and discounts are the major factors driving the market.

Asia-Pacific dominates the automotive E-tailing market

The Asia-Pacific is the largest market for the automotive E-tailing market followed by North America. Growing trend of online shopping, increasing vehicle sales and growing average age of vehicles are contributing to the growth of automotive E-tailing market in this region. India and China are emerging as the biggest market for automobile sales and production and many OEMs have setup production facilities here thus making this region the largest market for the automotive E-tailing.

North America dominates the E-commerce software platform market for 2016

At present, North America is the largest market globally for the E-commerce software platforms followed by Europe. Increased spending on e-commerce platforms is a key factor for this growth. At country level, the U.S. holds the largest market share and would continue to lead this market by the end of forecast period.

The study contains insights provided by various industry experts, ranging from online retailers to Tier-1 companies and OEMs. The break-up of the primaries is as follows:

By Company Type: Tier I-64%, Tier II-25% and Tier III-11%,

By Designation: C Level-28%, D Level-32% and Others-40%

By Region: North America-21%, Europe-38%, Asia-Pacific-31%, and RoW-10%

Players Profiled in the Report are:

AutoZone, Inc. (U.S.)

Amazon.com, Inc. (U.S.)

Alibaba Group Holding Ltd. (China)

Robert Bosch GMBH (Germany)

Wal-Mart Stores, Inc. (U.S.)

eBay Inc. (U.S.)

Delticom AG (Germany)

Advance Auto Parts, Inc. (U.S.)

Flipkart (India)

O'Reilly Automotive Inc. (U.S.)

Research Coverage:

The report provides a picture on global automotive e-tailing market along with the market details for e-commerce platform services w.r.t. different industry verticals and regions. It aims at estimating the market size and future growth potential of this market across different segments such as by vehicle type, by components, by vendor type, product label, industry verticals, and regions. Furthermore, the report also includes an in-depth competitive analysis of the key players in the market along with their company profiles, SWOT analysis, recent developments, and key market strategies.

Key Benefits of Buying the Report:

The report will help the market leaders/new entrants in this market by providing them the closest approximations of the revenue numbers for the overall e-tailing market for automotive components and e-commerce platform services market and the subsegments. This report will help stakeholders to better understand the competitor landscape and gain more insights to better position their businesses and make suitable go-to-market strategies. The report also helps the stakeholders to understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.

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