

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

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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.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET SCOPE
 - 1.2.1 MARKETS COVERED
 - 1.2.2 YEARS CONSIDERED FOR THE STUDY
- 1.3 CURRENCY
- 1.4 LIMITATIONS
- 1.5 STAKEHOLDERS
 - 1.5.1 E-COMMERCE SOFTWARE PLATFORM STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 SECONDARY DATA
 - 2.1.1 KEY DATA FROM SECONDARY SOURCES
- 2.2 PRIMARY DATA
 - 2.2.1 PRIMARY PARTICIPANTS
- 2.3 FACTOR ANALYSIS
 - 2.3.1 INTRODUCTION
 - 2.3.2 DEMAND SIDE ANALYSIS
 - 2.3.2.1 Impact of GDP on total vehicle sales
 - 2.3.2.2 Urbanization percentage of key countries
 - 2.3.2.3 Infrastructure: Roadways
 - 2.3.2.4 Increasing vehicle production in developing countries
- 2.4 MARKET SIZE ESTIMATION
- 2.5 DATA TRIANGULATION
- 2.6 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 INTRODUCTION
- 4.2 OPPORTUNITIES IN THE AUTOMOTIVE E-TAILING MARKET
- 4.3 AUTOMOTIVE E-TAILING MARKET GROWTH, BY COUNTRY, 2016–2021 (USD BILLION)
- 4.4 AUTOMOTIVE E-TAILING MARKET SHARE, BY VENDOR (2016–2021)

- 4.5 AUTOMOTIVE E-TAILING MARKET, BY LABEL TYPE, 2016 VS. 2021
- 4.6 AUTOMOTIVE E-TAILING MARKET, BY COMPONENT TYPE, 2016 VS. 2021
- 4.7 AUTOMOTIVE E-TAILING MARKET, BY VEHICLE TYPE, 2016 VS. 2021
- 4.8 E-COMMERCE SOFTWARE PLATFORM MARKET, 2016 VS. 2021
- 4.9 ASIA-PACIFIC E-COMMERCE SOFTWARE PLATFORM MARKET, BY COUNTRY, 2016

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET SEGMENTATION

5.2.1 GLOBAL AUTOMOTIVE E-TAILING MARKET SEGMENTATION: BY COMPONENTS

5.2.2 GLOBAL AUTOMOTIVE E-TAILING MARKET SEGMENTATIONS, BY VENDOR AND PRODUCT LABEL

5.2.3 AUTOMOTIVE E-TAILING MARKET SEGMENTATION: BY REGION

5.3 MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Internet habituated customer

5.3.1.2 Growth in vehicle population

5.3.1.3 Cheaper automotive components

5.3.1.4 Increasing demand for Omni-channel insights

5.3.1.5 Increased spending on analytics

5.3.2 RESTRAINTS

5.3.2.1 Increasing share of counterfeiting of automotive parts

5.3.2.2 Intangible Nature of Business

5.3.2.3 Online payment frauds

5.3.2.4 Late Or inaccurate delivery reduces value for the customer

5.3.3 OPPORTUNITIES

5.3.3.1 Growing vehicle-age in circulation

5.3.3.2 Large presence of SMBs along with increased spending on e-commerce platform

5.3.3.3 Increasing need to mitigate shrink

5.3.4 CHALLENGES

5.3.4.1 Price transparency

5.3.4.2 Continuously updating products and technology

5.3.4.3 Increased parts complexity

5.4 PORTER'S FIVE FORCES ANALYSIS

5.4.1 THREAT FROM NEW ENTRANTS

- 5.4.1.1 Latest boom in automotive industry has attracted many players
- 5.4.2 THREAT OF SUBSTITUTES
 - 5.4.2.1 Huge capital requirement
- 5.4.3 BARGAINING POWER OF BUYERS
 - 5.4.3.1 Huge Number Of Service Providers
 - 5.4.3.2 Uniform products
- 5.4.4 BARGAINING POWER OF SUPPLIERS
 - 5.4.4.1 Multiple options available as a service provider
 - 5.4.4.2 Strong platform to increase market penetration
- 5.4.5 INTENSITY OF COMPETITIVE RIVALRY
 - 5.4.5.1 Large Industry Size
 - 5.4.5.2 Opportunistic and highly competitive

6 AUTOMOTIVE E-TAILING MARKET, BY REGION

- 6.1 INTRODUCTION
- 6.2 ASIA-PACIFIC
 - 6.2.1 CHINA
 - 6.2.2 INDIA
 - 6.2.3 JAPAN
 - 6.2.4 SOUTH KOREA
- 6.3 NORTH AMERICA
 - 6.3.1 U.S.
 - 6.3.2 CANADA
 - 6.3.3 MEXICO
- 6.4 EUROPE
 - 6.4.1 GERMANY
 - 6.4.2 FRANCE
 - 6.4.3 U.K.
- 6.5 REST OF THE WORLD
 - 6.5.1 BRAZIL
 - 6.5.2 RUSSIA

7 AUTOMOTIVE E-TAILING MARKET, BY VEHICLE TYPE

- 7.1 INTRODUCTION
 - 7.1.1 PASSENGER CAR E-TAILING MARKET
 - 7.1.2 COMMERCIAL VEHICLE E-TAILING MARKET
- 7.2 TWO WHEELER E-TAILING MARKET

8 AUTOMOTIVE E-TAILING MARKET, BY COMPONENT

8.1 INTRODUCTION

8.1.1 INFOTAINMENT AND MULTIMEDIA

8.1.2 INTERIOR ACCESSORIES

8.1.3 ENGINE COMPONENTS:

8.1.4 TIRES AND WHEEL:

8.1.5 ELECTRICAL PRODUCTS:

9 AUTOMOTIVE E-TALING MARKET, BY PRODUCT LABEL TYPE

9.1 INTRODUCTION

9.2 GENUINE LABEL PRODUCTS

9.3 COUNTERFEIT LABEL PRODUCTS

10 AUTOMOTIVE E-TAILING MARKET, BY VENDOR TYPE

10.1 INTRODUCTION

10.2 OEM VENDOR

10.3 THIRD PARTY VENDOR

11 E-COMMERCE DIGITAL SOFTWARE PLATFORM MARKET

11.1 INTRODUCTION

11.2 REGION-WISE ANALYSIS

11.2.1 ASIA-PACIFIC

11.2.2 NORTH AMERICA

11.2.3 EUROPE

11.2.4 REST OF THE WORLD

12 COMPETITIVE LANDSCAPE

12.1 OVERVIEW

12.2 BATTLE FOR MARKET SHARE: MERGERS AND ACQUISITIONS WERE THE KEY STRATEGY

12.3 MERGERS AND ACQUISITIONS

12.4 AGREEMENTS/PARTNERSHIPS/COLLABORATIONS

12.5 EXPANSIONS

12.6 JOINT VENTURES

13 COMPANY PROFILES

(Company at a Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments)*

13.1 AUTOZONE, INC.

13.2 ALIBABA GROUP HOLDING LTD

13.3 AMAZON.COM, INC.

13.4 ROBERT BOSCH GMBH

13.5 WAL-MART STORES, INC.

13.6 EBAY INC.

13.7 DELTICOM AG.

13.8 O'REILLY AUTOMOTIVE INC.

13.9 ADVANCE AUTO PARTS, INC.

13.10 FLIPKART

*Details on company at a glance, recent financials, products & services, strategies & insights, & recent developments might not be captured in case of unlisted companies.

14 APPENDIX

14.1 INSIGHTS OF INDUSTRY EXPERTS

14.2 DISCUSSION GUIDE

14.3 KNOWLEDGE STORE: MARKETSDMARKETS' SUBSCRIPTION PORTAL

14.4 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE

14.5 RELATED REPORT

14.6 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

Table 1 AUTOMOTIVE E-TAILING MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 2 ASIA-PACIFIC: AUTOMOTIVE E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 3 CHINA: AUTOMOTIVE E-TAILING MARKET SIZE, BY VENDOR TYPE, 2014–2021 (USD BILLION)

Table 4 INDIA: AUTOMOTIVE E-TAILING MARKET SIZE, BY VENDOR TYPE, 2014–2021 (USD BILLION)

Table 5 JAPAN: AUTOMOTIVE E-TAILING MARKET SIZE, BY VENDOR TYPE, 2014–2021 (USD BILLION)

Table 6 SOUTH KOREA: AUTOMOTIVE E-TAILING MARKET SIZE, BY VENDOR TYPE, 2014–2021 (USD BILLION)

Table 7 NORTH AMERICA: AUTOMOTIVE E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 8 U.S.: AUTOMOTIVE E-TAILING MARKET SIZE, BY VENDOR TYPE, 2014–2021 (USD BILLION)

Table 9 CANADA: AUTOMOTIVE E-TAILING MARKET SIZE, BY VENDOR TYPE, 2014–2021 (USD BILLION)

Table 10 MEXICO: AUTOMOTIVE E-TAILING MARKET SIZE, BY VENDOR TYPE, 2014–2021 (USD BILLION)

Table 11 EUROPE: AUTOMOTIVE E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 12 GERMANY: AUTOMOTIVE E-TAILING MARKET SIZE, BY VENDOR TYPE, 2014–2021 (USD BILLION)

Table 13 FRANCE: AUTOMOTIVE E-TAILING MARKET SIZE, BY VENDOR TYPE, 2014–2021 (USD BILLION)

Table 14 U.K.: AUTOMOTIVE E-TAILING MARKET SIZE, BY TRANSMISSION TYPE, 2014–2021 (USD BILLION)

Table 15 REST OF THE WORLD: AUTOMOTIVE E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 16 BRAZIL AUTOMOTIVE E-TAILING MARKET: TO GROW AT THE HIGHEST CAGR, 2016-2021

Table 17 RUSSIA: AUTOMOTIVE E-TAILING MARKET SIZE, BY VENDOR TYPE, 2014–2021 (USD BILLION)

Table 18 AUTOMOTIVE E-TAILING MARKET, BY VEHICLE TYPE, 2016 VS. 2021

(USD BILLION)

Table 19 PASSENGER CAR: AUTOMOTIVE E-TAILING MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 20 ASIA-PACIFIC: PASSENGER CAR E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 21 NORTH AMERICA: PASSENGER CAR E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 22 EUROPE: PASSENGER CAR E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 23 ROW: PASSENGER CAR E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 24 COMMERCIAL VEHICLE: AUTOMOTIVE E-TAILING MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 25 ASIA-PACIFIC: COMMERCIAL VEHICLE E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 26 NORTH AMERICA: COMMERCIAL VEHICLE E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 27 EUROPE: COMMERCIAL VEHICLE E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 28 ROW: COMMERCIAL VEHICLE E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 29 TWO WHEELER: AUTOMOTIVE E-TAILING MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 30 ASIA PACIFIC: TWO WHEELER E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 31 ROW: TWO WHEELER E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 32 NORTH AMERICA: TWO WHEELER E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 33 EUROPE: TWO WHEELER E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 34 AUTOMOTIVE E-TAILING MARKET, BY COMPONENT, 2014–2021 (USD BILLION)

Table 35 INFOTAINMENT AND MULTIMEDIA: AUTOMOTIVE E-TAILING MARKET, BY REGION, 2014–2021 (USD BILLION)

Table 36 ASIA –PACIFIC: AUTOMOTIVE E-TAILING MARKET FOR INFOTAINMENT AND MULTIMEDIA, 2014–2021 (USD BILLION)

Table 37 NORTH AMERICA: AUTOMOTIVE E-TAILING MARKET FOR INFOTAINMENT AND MULTIMEDIA, 2014–2021 (USD BILLION)

Table 38 EUROPE: AUTOMOTIVE E-TAILING MARKET FOR INFOTAINMENT AND MULTIMEDIA, 2014–2021 (USD BILLION)

Table 39 ROW: AUTOMOTIVE E-TAILING MARKET FOR INFOTAINMENT AND MULTIMEDIA, 2014–2021 (USD BILLION)

Table 40 INTERIOR ACCESSORIES:AUTOMOTIVE E-TAILING MARKET, BY REGION, 2014–2021 (USD BILLION)

Table 41 ASIA –PACIFIC: AUTOMOTIVE E-TAILING MARKET FOR INTERIOR ACCESSORIES, 2014–2021 (USD BILLION)

Table 42 NORTH AMERICA: AUTOMOTIVE E-TAILING MARKET FOR INTERIOR ACCESSORIES, 2014–2021 (USD BILLION)

Table 43 EUROPE: AUTOMOTIVE E-TAILING MARKET FOR INTERIOR ACCESSORIES, 2014–2021 (USD BILLION)

Table 44 ROW: AUTOMOTIVE E-TAILING MARKET FOR INTERIOR ACCESSORIES, 2014–2021 (USD BILLION)

Table 45 ENGINE COMPONENT: AUTOMOTIVE E-TAILING MARKET FOR ENGINE COMPONENTS, 2014–2021 (USD BILLION)

Table 46 ENGINE COMPONENTS:AUTOMOTIVE E-TAILING MARKET, BY REGION, 2014–2021 (USD BILLION)

Table 47 ASIA –PACIFIC: AUTOMOTIVE E-TAILING MARKET FOR ENGINE COMPONENTS, 2014–2021 (USD BILLION)

Table 48 NORTH AMERICA: AUTOMOTIVE E-TAILING MARKET FOR ENGINE COMPONENTS, 2014-2021 (USD BILLION)

Table 49 EUROPE: AUTOMOTIVE E-TAILING MARKET FOR ENGINE COMPONENTS, 2014-2021 (USD BILLION)

Table 50 ROW: AUTOMOTIVE E-TAILING MARKET FOR ENGINE COMPONENTS, 2014-2021 (USD BILLION)

Table 51 TIRE AND WHEEL: AUTOMOTIVE E-TAILING MARKET, BY REGION, 2014–2021 (USD BILLION)

Table 52 ASIA –PACIFIC: AUTOMOTIVE E-TAILING MARKET FOR TIRE AND WHEEL, 2014-2021 (USD BILLION)

Table 53 NORTH AMERICA: AUTOMOTIVE E-TAILING MARKET FOR TIRE AND WHEEL, 2014–2021 (USD BILLION)

Table 54 EUROPE: AUTOMOTIVE E-TAILING MARKET FOR TIRE AND WHEEL, 2014–2021 (USD BILLION)

Table 55 ROW: AUTOMOTIVE E-TAILING MARKET FOR TIRE AND WHEEL, 2014–2021 (USD BILLION)

Table 56 ELECTRICAL PRODUCTS: AUTOMOTIVE E-TAILING MARKET, BY REGION, 2014–2021 (USD BILLION)

Table 57 ASIA–PACIFIC: AUTOMOTIVE E-TAILING MARKET FOR ELECTRICAL

PRODUCTS, 2014–2021 (USD BILLION)

Table 58 NORTH AMERICA: AUTOMOTIVE E-TAILING MARKET FOR ELECTRICAL PRODUCTS, 2014–2021 (USD BILLION)

Table 59 EUROPE: AUTOMOTIVE E-TAILING MARKET FOR ELECTRICAL PRODUCTS, 2014–2021 (USD BILLION)

Table 60 ROW: AUTOMOTIVE E-TAILING MARKET FOR ELECTRICAL PRODUCTS, 2014–2021 (USD BILLION)

Table 61 AUTOMOTIVE E-TAILING MARKET SIZE, BY PRODUCT LABEL TYPE, 2014–2021 (USD BILLION)

Table 62 GENUINE LABEL PRODUCTS: AUTOMOTIVE E-TAILING MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 63 ASIA-PACIFIC: AUTOMOTIVE GENUINE LABEL E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 64 EUROPE: AUTOMOTIVE GENUINE LABEL E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 65 NORTH AMERICA: AUTOMOTIVE GENUINE LABEL E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 66 REST OF THE WORLD: AUTOMOTIVE GENUINE LABEL E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 67 COUNTERFEIT LABEL PRODUCTS: AUTOMOTIVE E-TAILING MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 68 ASIA-PACIFIC: AUTOMOTIVE COUNTERFEIT LABEL E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 69 EUROPE: AUTOMOTIVE COUNTERFEIT LABEL E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 70 NORTH AMERICA: AUTOMOTIVE COUNTERFEIT LABEL E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 71 REST OF THE WORLD: AUTOMOTIVE COUNTERFEIT LABEL E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 72 AUTOMOTIVE E-TAILING MARKET, BY VENDOR TYPE, 2014- 2021 (USD BILLION)

Table 73 OEM VENDOR: AUTOMOTIVE E-TAILING MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 74 ASIA-PACIFIC: OEM VENDOR AUTOMOTIVE E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 75 EUROPE: OEM VENDOR AUTOMOTIVE E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 76 NORTH AMERICA: OEM VENDOR AUTOMOTIVE E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 77 REST OF THE WORLD: OEM VENDOR AUTOMOTIVE E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 78 THIRD PARTY VENDOR: AUTOMOTIVE E-TAILING MARKET SIZE, BY REGION, 2014–2021 (USD BILLION)

Table 79 ASIA-PACIFIC: AUTOMOTIVE THIRD PARTY VENDOR E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 80 EUROPE: AUTOMOTIVE THIRD PARTY VENDOR E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 81 NORTH AMERICA: AUTOMOTIVE THIRD PARTY VENDOR E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 82 REST OF THE WORLD: AUTOMOTIVE THIRD PARTY VENDOR E-TAILING MARKET SIZE, BY COUNTRY, 2014–2021 (USD BILLION)

Table 83 E-COMMERCE SOFTWARE PLATFORM MARKET, 2014–2021 (USD MILLION)

Table 84 E-COMMERCE SOFTWARE PLATFORM, BY REGION, 2014–2021 (USD MILLION)

Table 85 ASIA-PACIFIC: E-COMMERCE SOFTWARE PLATFORM, 2014–2021 (USD MILLION)

Table 86 ASIA PACIFIC: E-COMMERCE SOFTWARE PLATFORM, BY COUNTY, 2014–2021 (USD MILLION)

Table 87 NORTH AMERICA: E-COMMERCE SOFTWARE PLATFORM, 2014–2021 (USD MILLION)

Table 88 NORTH AMERICA: E-COMMERCE SOFTWARE PLATFORM, BY COUNTY, 2014–2021 (USD MILLION)

Table 89 EUROPE: E-COMMERCE SOFTWARE PLATFORM, 2014–2021 (USD MILLION)

Table 90 EUROPE: E-COMMERCE SOFTWARE PLATFORM, BY COUNTY, 2014–2021 (USD MILLION)

Table 91 ROW: E-COMMERCE SOFTWARE PLATFORM, 2014–2021 (USD MILLION)

Table 92 ROW: E-COMMERCE SOFTWARE PLATFORM, BY COUNTY, 2014–2021 (USD MILLION)

Table 93 MERGERS AND ACQUISITION 2010–2016

Table 94 AGREEMENTS/PARTNERSHIPS/COLLABORATIONS 2015–2016

Table 95 EXPANSIONS, 2015–2016

Table 96 JOINT VENTURES, 2014–2016

List Of Figures

LIST OF FIGURES

Figure 1 AUTOMOTIVE E-TAILING MARKET: MARKETS COVERED

Figure 2 RESEARCH DESIGN

Figure 3 RESEARCH DESIGN MODEL

Figure 4 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, & REGION

Figure 5 GROSS DOMESTIC PRODUCT (GDP) VS. ALL VEHICLE SALES

Figure 6 URBANIZATION PERCENTAGE AND ALL VEHICLE SALES

Figure 7 ROAD NETWORKS OF KEY COUNTRIES

Figure 8 PASSENGER CAR PRODUCTION, 2014–2015

Figure 9 MARKET SIZE ESTIMATION METHODOLOGY: TOP–DOWN APPROACH

Figure 10 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM–UP APPROACH

Figure 11 AUTOMOTIVE E-TAILING MARKET, BY REGION, 2016 & 2021

Figure 12 ASIA-PACIFIC AND NORTH AMERICA PROJECTED TO BE THE FASTEST GROWING MARKET DURING THE FORECAST PERIOD (2016–2021)

Figure 13 AUTOMOTIVE E-TAILING MARKET, BY COUNTRY: CHINA IS PROJECTED TO BE THE LARGEST MARKET BY 2021

Figure 14 AUTOMOTIVE E-TAILING MARKET, BY VENDOR TYPE (2016–2021)

Figure 15 THIRD PARTY VENDORS TO REGISTER THE HIGHEST CAGR DURING THE FORECAST PERIOD (2016–2021)

Figure 16 AUTOMOTIVE E-TAILING MARKET, BY COMPONENT TYPE: TIRES AND WHEELS TO INCUR THE HIGHEST MARKET IN 2016

Figure 17 AUTOMOTIVE E-TAILING MARKET, BY LABEL TYPE, 2016 & 2021: GENUINE LABELS TO REGISTER THE HIGHEST GROWTH DURING THE FORECAST PERIOD

Figure 18 AUTOMOTIVE E-TAILING MARKET: BY VEHICLE TYPE, 2016 & 2021

Figure 19 E-COMMERCE SOFTWARE PLATFORM MARKET, BY COUNTRY 2016 & 2021

Figure 20 GROWING TREND OF ONLINE RETAILING IS DRIVING THE GROWTH OF AUTOMOTIVE E-TAILING MARKET (2016–2021)

Figure 21 CHINA, U.S., & INDIA ESTIMATED TO WITNESS THE HIGHEST GROWTH DURING THE FORECAST PERIOD (2016–2021)

Figure 22 NORTH AMERICA TO DOMINATE THE AUTOMOTIVE OEM VENDOR E-TAILING MARKET (2016–2021)

Figure 23 ASIA-PACIFIC TO DOMINATE THE AUTOMOTIVE THIRD PARTY VENDOR E-TAILING MARKET (2016-2021)

Figure 24 GENUINE LABELS TO DOMINATE THE AUTOMOTIVE E-TAILING MARKET DURING THE FORECAST PERIOD

Figure 25 TIRES AND WHEELS PROJECTED TO BE FASTEST GROWING SEGMENT IN THE AUTOMOTIVE COMPONENT E-TAILING MARKET, BY 2016–2021

Figure 26 VALVES AND FILTERS PROJECTED TO REGISTER THE HIGHEST GROWTH RATE IN THE AUTOMOTIVE COMPONENT E-TAILING MARKET, BY 2016 – 2021

Figure 27 PASSENGER CAR SEGMENT TO DOMINATE THE AUTOMOTIVE E-TAILING MARKET DURING THE FORECAST PERIOD

Figure 28 NORTH AMERICA IS LEADING THE E-COMMERCE SOFTWARE PLATFORM MARKET IN 2016

Figure 29 CHINA DOMINATES THE E-COMMERCE SOFTWARE PLATFORM MARKET IN APAC IN 2016

Figure 30 AUTOMOTIVE E-TAILING MARKET: MARKET SEGMENTATION

Figure 31 INCREASE IN INTERNET PENETRATION AND PRESENT VEHICLE PRODUCTION WILL PUSH THE MARKET FOR AUTOMOTIVE E-TAILING

Figure 32 PORTER'S FIVE FORCES ANALYSIS

Figure 33 ASIA-PACIFIC: ESTIMATED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 34 ASIA-PACIFIC: MARKET OPPORTUNITIES FOR THE AUTOMOTIVE E-TAILING MARKET

Figure 35 CHINESE AUTOMOTIVE E-TAILING MARKET PROJECTED TO REGISTER THE HIGHEST GROWTH BY 2021

Figure 36 NORTH AMERICA: AUTOMOTIVE E-TAILING MARKET TRENDS

Figure 37 U.S.: ADOPTION OF AUTOMOTIVE E-TAILING IN THE U.S. ESTIMATED TO INCREASE OWING TO THE RISING NEED FOR COMFORT WHILE SHOPPING, 2016–2021

Figure 38 EUROPE: AUTOMOTIVE E-TAILING MARKET TRENDS

Figure 39 GERMAN AUTOMOTIVE E-TAILING MARKET: THIRD PARTY VENDOR MARKET TO GROW AT THE HIGHEST CAGR, 2016-2021

Figure 40 ROW: AUTOMOTIVE E-TAILING MARKET TRENDS

Figure 41 BRAZIL AUTOMOTIVE E-TAILING MARKET, THIRD PARTY TO GROW AT THE HIGHEST CAGR, 2016-2021

Figure 42 AUTOMOTIVE E-TAILING MARKET, BY VEHICLE TYPE, 2016 VS. 2021 (USD BILLION)

Figure 43 AUTOMOTIVE E-TAILING MARKET, BY COMPONENT, 2016–2021 (USD BILLION)

Figure 44 AUTOMOTIVE E-TAILING MARKET FOR INFOTAINMENT AND MULTIMEDIA, BY REGION, 2014-2021 (USD BILLION)

Figure 45 AUTOMOTIVE E-TAILING MARKET FOR INTERIOR ACCESSORIES, BY REGION, 2016-2021 (USD BILLION)

Figure 46 AUTOMOTIVE E-TAILING MARKET FOR ENGINE COMPONENTS, BY COMPONENTS BREAK-UP, 2016-2021 (USD BILLION)

Figure 47 AUTOMOTIVE E-TAILING MARKET FOR ENGINE COMPONENTS, BY REGION, 2016-2021 (USD BILLION)

Figure 48 AUTOMOTIVE E-TAILING MARKET FOR TIRES AND WHEEL, BY REGION, 2016-2021 (USD BILLION)

Figure 49 AUTOMOTIVE E-TAILING MARKET FOR ELECTRICAL PRODUCTS, BY REGION, 2016-2021 (USD BILLION)

Figure 50 AUTOMOTIVE E-TAILING BY PRODUCT LABEL TYPE 2016 VS. 2021 (USD BILLION)

Figure 51 AUTOMOTIVE E-TAILING MARKET, BY VENDOR TYPE, 2016 VS. 2021 (USD BILLION)

Figure 52 COMPANIES ADOPTED ACQUISITION, JOINT VENTURE, STRATEGIC ALLIANCE AND EXPANSION AS THE KEY GROWTH STRATEGY FROM 2010 TO 2016

Figure 53 MARKET EVALUATION FRAMEWORK: ACQUISITIONS FUELLED MARKET GROWTH FROM 2013 TO 2016

Figure 54 AUTOZONE, INC.: COMPANY SNAPSHOT

Figure 55 AUTOZONE, INC.: SWOT ANALYSIS

Figure 56 ALIBABA GROUP HOLDING LTD: COMPANY SNAPSHOT

Figure 57 ALIBABA GROUP HOLDING LTD: SWOT ANALYSIS

Figure 58 AMAZON.COM, INC.: COMPANY SNAPSHOT

Figure 59 AMAZON.COM, INC.: SWOT ANALYSIS

Figure 60 ROBERT BOSCH GMBH: COMPANY SNAPSHOT

Figure 61 ROBERT BOSCH GMBH: SWOT ANALYSIS

Figure 62 WAL-MART STORES, INC.: COMPANY SNAPSHOT

Figure 63 WAL-MART STORES, INC.: SWOT ANALYSIS

Figure 64 EBAY INC.: COMPANY SNAPSHOT

Figure 65 DELTICOM AG: COMPANY SNAPSHOT

Figure 66 O'REILLY AUTOMOTIVE INC.: COMPANY SNAPSHOT

Figure 67 ADVANCE AUTO PARTS: COMPANY SNAPSHOT

Figure 68 FLIPKART: COMPANY SNAPSHOT

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