

ECommerce Platform Market by eCommerce Model (B2B and B2C), Offering (Solutions and Services), Industry (Beauty & Personal Care, Consumer Electronics, Home Decor, Fashion and Apparel, F&B), and Region - Global Forecast to 2028

<https://marketpublishers.com/r/E0010E985055EN.html>

Date: August 2023

Pages: 247

Price: US\$ 4,950.00 (Single User License)

ID: E0010E985055EN

Abstracts

MarketsandMarkets forecasts that the eCommerce platform market size is projected to grow from USD 7.0 billion in 2023 to USD 13.5 billion by 2028, at a CAGR of 13.8% during the forecast period. E-commerce platforms give businesses the opportunity to interact with a sizable and varied global audience without being bound by the restrictions of traditional store locations. Firms have the freedom to conduct business anywhere in the globe through the growth of their client base and the investigation of untapped markets. SMEs have started to utilize the possibilities of eCommerce and understand that its adoption could speed up the expansion of their firm in both domestic and global markets.

“By Solution, the payment & billing solutions subsegment is expected to grow with the highest CAGR during the forecast period.”

The payment & billing solutions enable B2B and B2C enterprises to manage the subscription life cycle, from subscription plans to subscriber’s accounts, along with the recurring billing process. The software automates the operational tasks, such as activating and canceling subscriptions, making changes to them, carrying out billing and invoicing, tracking payments and sending payment reminders, and managing credits, discounts, promotions, and even trial periods. Business owners also benefit from a subscription-based business model, allowing them to generate a continued revenue stream from a single sale. A subscription eCommerce platform can help reduce administrative labor, increase customer satisfaction, save time, and increase profit

margins.

“By health & wellness segment is expected to grow with the highest CAGR during the forecast period.”

Consumers are focused on healthy lifestyles, greatly impacting the e-commerce health and wellness industry. Increasing digitalization has forced the healthcare industry to adopt technological solutions and transform its business online. SMEs and start-ups are developing new strategies to enhance their footprint in this market by leveraging the benefits of online platforms such as Amazon. The health and wellness industry has quickly adapted to the rise in consumer demands by offering multiple product ranges with lucrative offers. Online platforms have revolutionized how people access and consume health products, services, and information in the health and wellness industry.

“Asia Pacific is expected to grow with the highest CAGR during the forecast period.”

The ongoing urbanization and investments in the region have led to significant demand for eCommerce platform systems. The past two years have seen an increase in home-grown online first brands, and many of these companies are now planning to expand into international markets, particularly in the Middle East and Southeast Asia. This expansion will bring in international capital and boost other Indian brands to expand globally. The B2C ecosystem may also experience some consolidation, with traditional brands or leading B2C companies acquiring other businesses in India and international markets to drive their growth

Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

By Company Type: Tier 1 – 35%, Tier 2 – 39%, and Tier 3 – 26%

By Designation: C-level – 25%, D-level – 35%, and Others – 40%

By Region: North America – 35%, Europe – 20%, Asia Pacific – 44%, RoW- 1%

The major players in the eCommerce Platform market are Shopify (Canada), eBay (US), Etsy (US), Square (US), BigCommerce (US), Amazon (US), Adobe (US), Wix

(Israel), Oracle (US), Squarespace (US), WooCommerce (US), SAP (Germany), Salesforce (US), StoreHippo (India), Trade Me (New Zealand), Ecwid (US), OpenCart (China), Volusion (US), PrestaShop (France), Shift4Shop (US), Fast Spring (US), Shopware (Germany), VTEX (UK), Nuvemshop (Brazil), Tray.io (US). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, product enhancements, and acquisitions to expand their footprint in the eCommerce Platform market.

Research Coverage

The market study covers the eCommerce Platform market size across different segments. It aims at estimating the market size and the growth potential across different segments, including offering, eCommerce model, industry, and region. The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

Key Benefits of Buying the Report

The report will help the market leaders/new entrants with information on the closest approximations of the eCommerce Platform market's revenue numbers and subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Increasing online consumer base with growing adoption of smartphones will fuel the demand for eCommerce platform, Omnichannel retailing is driving the demand of eCommerce platform, Increasing internet penetration across the globe to fuel the adoption of eCommerce platform, Rising need to enhance global presence will increase the adoption of eCommerce platform), restraints (Cybersecurity issue and online scams can hinder the growth), opportunities (Development of supper apps to offer more simple and convenient shopping options, Rising investment in the eCommerce sector, Buy now pay later (BNPL) is a leading tech sector to support the growth of eCommerce platform market), and challenges (Logistics and fulfillment are critical aspects of the e-commerce process, and can pose substantial challenges for

businesses, Customer acquisition, and retention can be expensive in this competitive era) influencing the growth of the eCommerce Platform market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the eCommerce Platform market.

Market Development: Comprehensive information about lucrative markets – the report analyses the eCommerce Platform market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the eCommerce Platform market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Shopify (Canada), eBay (US), Etsy (US), Square (US), BigCommerce (US), Amazon (US), Adobe (US), Wix (Israel), Oracle (US), Squarespace (US), WooCommerce (US), SAP (Germany), Salesforce (US), StoreHippo (India), Trade Me (New Zealand), Ecwid (US), OpenCart (China), Volusion (US), PrestaShop (France), Shift4Shop (US), FastSpring (US), Shopware (Germany), VTEX (UK), Nuvemshop (Brazil), Tray.io (US).

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

1.3 STUDY SCOPE

1.3.1 MARKET SEGMENTATION

1.3.2 REGIONS COVERED

1.3.3 INCLUSIONS & EXCLUSIONS

1.3.4 YEARS CONSIDERED

1.4 CURRENCY CONSIDERED

TABLE 1 USD EXCHANGE RATES, 2020–2022

1.5 STAKEHOLDERS

1.6 RECESSION IMPACT

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 1 ECOMMERCE PLATFORM MARKET: RESEARCH DESIGN

2.1.1 SECONDARY DATA

2.1.1.1 Secondary sources

2.1.2 PRIMARY DATA

2.1.2.1 Primary interviews with experts

2.1.2.2 List of key primary interview participants

2.1.2.3 Breakdown of primary profiles

2.1.2.4 Primary sources

2.1.2.5 Key industry insights

2.2 MARKET SIZE ESTIMATION

FIGURE 2 APPROACHES USED FOR MARKET SIZE ESTIMATION

FIGURE 3 MARKET SIZE ESTIMATION METHODOLOGY, APPROACH 1: SUPPLY-SIDE ANALYSIS OF REVENUE FROM SOLUTIONS AND SERVICES

2.2.1 BOTTOM-UP APPROACH

FIGURE 4 BOTTOM-UP APPROACH

FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY – APPROACH 1, BOTTOM-UP (SUPPLY SIDE): COLLECTIVE REVENUE OF ECOMMERCE PLATFORM VENDORS

2.2.2 TOP-DOWN APPROACH

FIGURE 6 TOP-DOWN APPROACH

2.2.3 ECOMMERCE PLATFORM MARKET ESTIMATION: DEMAND-SIDE ANALYSIS
FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY: DEMAND-SIDE ANALYSIS
2.3 DATA TRIANGULATION
FIGURE 8 DATA TRIANGULATION
2.4 FACTOR ANALYSIS
TABLE 2 FACTOR ANALYSIS
2.5 RESEARCH ASSUMPTIONS
2.6 LIMITATIONS
2.7 IMPLICATION OF RECESSION

3 EXECUTIVE SUMMARY

FIGURE 9 ECOMMERCE PLATFORM MARKET, 2023–2028 (USD MILLION)
FIGURE 10 ECOMMERCE PLATFORM MARKET, BY OFFERING, 2023 VS. 2028 (USD MILLION)
FIGURE 11 ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2023 VS. 2028 (USD MILLION)
FIGURE 12 ECOMMERCE PLATFORM MARKET, BY REGION, 2023

4 PREMIUM INSIGHTS

4.1 ECOMMERCE PLATFORM MARKET OVERVIEW
FIGURE 13 INCREASING USE OF ONLINE PLATFORMS TO DRIVE MARKET GROWTH
4.2 NORTH AMERICA: ECOMMERCE PLATFORM MARKET, BY OFFERING AND INDUSTRY (2023)
FIGURE 14 SOLUTIONS SEGMENT IN NORTH AMERICA EXPECTED TO ACCOUNT FOR LARGER MARKET SIZE IN 2023
4.3 ASIA PACIFIC: ECOMMERCE PLATFORM MARKET, BY OFFERING AND INDUSTRY (2023)
FIGURE 15 SOLUTIONS SEGMENT IN APAC EXPECTED TO ACCOUNT FOR LARGER MARKET SIZE IN 2023
4.4 EUROPE: ECOMMERCE PLATFORM MARKET, BY OFFERING AND INDUSTRY (2023)
FIGURE 16 SOLUTIONS SEGMENT IN EUROPE EXPECTED TO ACCOUNT FOR LARGER MARKET SIZE IN 2023
4.5 GEOGRAPHICAL SNAPSHOT OF ECOMMERCE PLATFORM MARKET
FIGURE 17 ASIA PACIFIC EXPECTED TO WITNESS FASTEST GROWTH DURING FORECAST PERIOD

5 MARKET OVERVIEW AND INDUSTRY TRENDS

5.1 MARKET OVERVIEW

5.2 MARKET DYNAMICS

FIGURE 18 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES: ECOMMERCE PLATFORM MARKET

5.2.1 DRIVERS

5.2.1.1 Increasing online consumer base with growing adoption of smartphones to fuel demand for eCommerce platforms

FIGURE 19 SMARTPHONE ADOPTION TREND, BY REGION, 2022 VS. 2030

5.2.1.2 Omnichannel retailing to drive demand for eCommerce platforms

5.2.1.3 Increasing internet penetration worldwide to fuel adoption of eCommerce platforms

5.2.1.4 Rising need to enhance global presence to increase adoption of eCommerce platforms

5.2.2 RESTRAINTS

5.2.2.1 Cybersecurity issues and online scams to hinder market growth

5.2.3 OPPORTUNITIES

5.2.3.1 Development of super apps to offer more simple and convenient shopping options

5.2.3.2 Rising investments in eCommerce sector

5.2.3.3 Buy now pay later (BNPL) to support growth of eCommerce platform market

5.2.4 CHALLENGES

5.2.4.1 Logistics and fulfillment - critical aspects of eCommerce - to pose substantial challenges for businesses

5.2.4.2 Customer acquisition and retention to be expensive in this competitive era

5.3 HISTORY OF ECOMMERCE PLATFORM

FIGURE 20 EVOLUTION OF ECOMMERCE PLATFORMS

5.4 ECOSYSTEM ANALYSIS

FIGURE 21 ECOMMERCE PLATFORM MARKET: ECOSYSTEM

TABLE 3 ECOMMERCE PLATFORM MARKET: ECOSYSTEM

5.4.1 PLATFORM PROVIDERS

5.4.2 SERVICE PROVIDERS

5.4.3 SYSTEM INTEGRATORS

5.4.4 LOGISTICS PROVIDERS

5.4.5 PAYMENT GATEWAY PROVIDERS

5.4.6 END USERS

5.5 VALUE CHAIN ANALYSIS

FIGURE 22 ECOMMERCE PLATFORM MARKET: VALUE CHAIN ANALYSIS**5.6 PRICING ANALYSIS****5.6.1 AVERAGE SELLING PRICE OF KEY PLAYERS, BY OFFERING****TABLE 4 PRICING MODELS AND INDICATIVE PRICE POINTS, 2022–2023****5.6.2 AVERAGE SELLING PRICE TREND****5.7 INDUSTRY USE CASES****5.7.1 USE CASE 1: MOORE BROTHERS WINE COMPANY ADOPTED
BIGCOMMERCE PLATFORM****5.7.2 USE CASE 2: BIGCOMMERCE HELPED BULK NUTRIENTS TO IMPROVE ITS
WEBSITE PERFORMANCE****5.7.3 USE CASE 3: NZ POST ADOPTED BIGCOMMERCE ECOMMERCE
SOLUTION TO ENHANCE ITS GLOBAL PRESENCE****5.7.4 USE CASE 4: HARVEY NORMAN IMPROVED DELIVERY EXPERIENCE WITH
SHIPPIT****5.7.5 CASE STUDY 5: HMD GLOBAL ADOPTED BIGCOMMERCE PLATFORM TO
ENHANCE CUSTOMER EXPERIENCE DURING ONLINE SHOPPING****5.7.6 CASE STUDY 6: EBAY ENABLED TEMPLE & WEBSTER TO MANAGE AND
SELL PRODUCTS MORE EFFICIENTLY ON ONLINE PLATFORMS****5.7.7 CASE STUDY 7: KMART MIGRATED ITS COMMERCE SOLUTION INTO
CLOUD-BASED OFFERING WITH COMMERCE TOOLS****5.7.8 CASE STUDY 8: SHOPIFY PLUS ENABLED JB HI-FI TO SERVE
CUSTOMERS MORE EFFICIENTLY DURING HOLIDAY SEASON****5.8 PATENT ANALYSIS****5.8.1 DOCUMENT TYPES OF PATENTS****TABLE 5 PATENTS FILED, 2018–2023****5.8.2 INNOVATION AND PATENT APPLICATIONS****FIGURE 23 TOTAL NUMBER OF PATENTS GRANTED ANNUALLY, 2018–2023****FIGURE 24 TOP 10 COMPANIES WITH HIGHEST NUMBER OF PATENT
APPLICATIONS****TABLE 6 TOP 10 PATENT OWNERS IN ECOMMERCE PLATFORM MARKET,
2018–2023****TABLE 7 LIST OF FEW PATENTS IN ECOMMERCE PLATFORM MARKET,
2018–2023****FIGURE 25 TRENDS/DISRUPTIONS IMPACTING BUYERS/CLIENTS OF
ECOMMERCE PLATFORM MARKET****5.9 PORTER'S FIVE FORCES ANALYSIS****TABLE 8 ECOMMERCE PLATFORM MARKET: PORTER'S FIVE FORCES MODEL****5.9.1 THREAT OF NEW ENTRANTS****5.9.2 THREAT OF SUBSTITUTES**

5.9.3 BARGAINING POWER OF BUYERS

5.9.4 BARGAINING POWER OF SUPPLIERS

5.9.5 INTENSITY OF COMPETITIVE RIVALRY

5.10 REGULATORY LANDSCAPE

TABLE 9 NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 10 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 11 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 12 MIDDLE EAST & AFRICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 13 LATIN AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.10.1 ISO/TC 184/SC 4

5.10.2 ISO/TC 184

5.10.3 GENERAL PERSONAL DATA PROTECTION LAW (GDPR)

5.10.4 GENERAL DATA PROTECTION REGULATION (GDPR)

5.10.5 CALIFORNIA DATA PRIVACY PROTECTION ACT

5.11 KEY STAKEHOLDERS AND BUYING CRITERIA

5.11.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 26 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS

TABLE 14 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS

5.11.2 BUYING CRITERIA

FIGURE 27 KEY BUYING CRITERIA

TABLE 15 KEY BUYING CRITERIA

5.12 KEY CONFERENCES AND EVENTS, 2023–2024

TABLE 16 ECOMMERCE PLATFORM MARKET: DETAILED LIST OF CONFERENCES AND EVENTS

5.13 TECHNOLOGY-RELATED TRENDS & CHALLENGES

5.14 BEST PRACTICES IN ECOMMERCE PLATFORM MARKET

5.15 FUTURE DIRECTIONS OF ECOMMERCE PLATFORM MARKET LANDSCAPE

5.15.1 ECOMMERCE PLATFORM ROADMAP TILL 2030

5.15.1.1 Short-term roadmap (2023-2025)

5.15.1.2 Mid-term roadmap (2026-2028)

5.15.1.3 Long-term roadmap (2029-2030)

5.16 INTEGRATION CAPABILITIES OF ECOMMERCE PLATFORMS

6 ECOMMERCE PLATFORM MARKET, BY OFFERING

6.1 INTRODUCTION

FIGURE 28 SERVICES TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

6.1.1 OFFERING: ECOMMERCE PLATFORM MARKET DRIVERS

TABLE 17 ECOMMERCE PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 18 ECOMMERCE PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

6.2 SOLUTIONS

6.2.1 ECOMMERCE PLATFORM SOLUTIONS TO REDUCE EXPENSIVE AND TIME-CONSUMING PROCESSES FOR DEVELOPERS TO BUILD ECOMMERCE STORES

TABLE 19 SOLUTIONS: ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 20 SOLUTIONS: ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

TABLE 21 SOLUTIONS: ECOMMERCE PLATFORM MARKET, BY TYPE, 2018–2022 (USD MILLION)

TABLE 22 SOLUTIONS: ECOMMERCE PLATFORM MARKET, BY TYPE, 2023–2028 (USD MILLION)

6.2.2 PAYMENT & BILLING SOLUTIONS

TABLE 23 PAYMENT & BILLING SOLUTIONS: ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 24 PAYMENT & BILLING SOLUTIONS: ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.3 ECOMMERCE MANAGEMENT PLATFORM

TABLE 25 ECOMMERCE MANAGEMENT PLATFORM: ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 26 ECOMMERCE MANAGEMENT PLATFORM: ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

6.2.4 END-TO-END PLATFORM

TABLE 27 END-TO-END PLATFORM: ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 28 END-TO-END PLATFORM: ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

6.3 SERVICES

6.3.1 ENTERPRISES TO DEPLOY APPROPRIATE SERVICES TO IMPROVE OPERATIONAL EFFICIENCY

TABLE 29 SERVICES: ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 30 SERVICES: ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

7 ECOMMERCE PLATFORM MARKET, BY INDUSTRY

7.1 INTRODUCTION

FIGURE 29 HEALTH & WELLNESS TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

7.1.1 INDUSTRY: ECOMMERCE PLATFORM MARKET DRIVERS

TABLE 31 ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2018–2022 (USD MILLION)

TABLE 32 ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2023–2028 (USD MILLION)

7.2 BEAUTY & PERSONAL CARE

7.2.1 GROWING FOCUS ON PERSONAL CARE BY CONSUMERS TO DRIVE MARKET GROWTH

TABLE 33 BEAUTY & PERSONAL CARE: ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 34 BEAUTY & PERSONAL CARE: ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

7.2.2 USE CASES

7.2.2.1 KASH Beauty broke boundaries and sales records with Shopify Plus platform

7.2.2.2 Beard & Blade witnessed remarkable growth after deploying Shopify

7.3 CONSUMER ELECTRONICS

7.3.1 SOCIAL MEDIA TOOLS TO ENHANCE ONLINE PRESENCE OF CONSUMER ELECTRONICS INDUSTRY

TABLE 35 CONSUMER ELECTRONICS: ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 36 CONSUMER ELECTRONICS: ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

7.3.2 USE CASES

7.3.2.1 Sony simplified process of buying security solutions with Amazon marketplace

7.3.2.2 Staples adopted Shopify Plus as new online marketplace

7.4 FASHION & APPAREL

7.4.1 EXPOSURE OF PEOPLE TO INTERNATIONAL FASHION TO DRIVE MARKET

TABLE 37 FASHION & APPAREL: ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 38 FASHION & APPAREL: ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

7.4.2 USE CASES

7.4.2.1 Saddleback adopted BigCommerce to enhance its online presence

7.4.2.2 Agua Bendita expanded internationally with eCommerce platforms from Stripe and VTEX

7.5 FOOD & BEVERAGE

7.5.1 ECOMMERCE PLATFORMS TO HELP ENHANCE CROSS-BORDER SALES

TABLE 39 FOOD & BEVERAGE: ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 40 FOOD & BEVERAGE: ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

7.5.2 USE CASES

7.5.2.1 Beer Cartel adopted BigCommerce platform to sell products directly from website

7.5.2.2 Theo Chocolate enhanced online business by adding BigCommerce

7.6 HOME DECOR

7.6.1 CONVENIENCE AND COMPETITIVE PRICES OFFERED BY ECOMMERCE PLATFORMS EXPECTED TO DRIVE MARKET

TABLE 41 HOME DECOR: ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 42 HOME DECOR: ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

7.6.2 USE CASES

7.6.2.1 Urvann chose StoreHippo's eCommerce platform to support brand's growth

7.6.2.2 By utilizing Shopify Capital to boost inventory, Fable achieved threefold increase in sales compared to previous year

7.7 HEALTH & WELLNESS

7.7.1 INCREASING ONLINE HEALTH AND WELLNESS CONSULTING SERVICES TO FUEL DEMAND FOR ECOMMERCE PLATFORMS

TABLE 43 HEALTH & WELLNESS: ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 44 HEALTH & WELLNESS: ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

7.7.2 USE CASE

7.7.2.1 AWS Marketplace empowered decision-makers at Tufts Medicine to achieve more with greater efficiency and consistency

7.7.2.2 Ambra Health successfully streamlined its software procurements with AWS

7.7.2.3 Hubble generated over USD 30 million in sales using Shopify Plus

7.8 HOUSEHOLD CONSUMABLES

7.8.1 RISING COMPETITION IN THIS SEGMENT TO LEAD TO MORE DISCOUNTS

AND OFFERS

TABLE 45 HOUSEHOLD CONSUMABLES: ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 46 HOUSEHOLD CONSUMABLES: ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

7.8.2 USE CASES

7.8.2.1 Berger Paints adopted eCommerce platform to offer fast and convenient painting services

7.9 OTHER INDUSTRIES

TABLE 47 OTHER INDUSTRIES: ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 48 OTHER INDUSTRIES: ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

8 ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL

8.1 INTRODUCTION

FIGURE 30 B2B SEGMENT TO GROW AT HIGHER CAGR DURING FORECAST PERIOD

8.1.1 ECOMMERCE MODEL: ECOMMERCE PLATFORM MARKET DRIVERS

TABLE 49 ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2018–2022 (USD MILLION)

TABLE 50 ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2023–2028 (USD MILLION)

8.2 BUSINESS-TO-BUSINESS (B2B)

8.2.1 BUSINESS-TO-BUSINESS ECOMMERCE PLATFORM TO CATER TO COMPLEX PURCHASING NEEDS OF BUSINESS-TO-BUSINESS CUSTOMERS

TABLE 51 B2B: ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 52 B2B: ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

8.3 BUSINESS-TO-CUSTOMER (B2C)

8.3.1 BUSINESS-TO-CUSTOMER ECOMMERCE TO PROVIDE UNIFIED EXPERIENCE FOR CUSTOMERS SHOPPING ONLINE OR BRICK-AND-MORTAR STORES

TABLE 53 B2C: ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 54 B2C: ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

9 ECOMMERCE PLATFORM MARKET, BY REGION

9.1 INTRODUCTION

FIGURE 31 ECOMMERCE PLATFORM MARKET: REGIONAL SNAPSHOT (2023)

FIGURE 32 ASIA PACIFIC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

TABLE 55 ECOMMERCE PLATFORM MARKET, BY REGION, 2018–2022 (USD MILLION)

TABLE 56 ECOMMERCE PLATFORM MARKET, BY REGION, 2023–2028 (USD MILLION)

9.2 NORTH AMERICA

9.2.1 NORTH AMERICA: ECOMMERCE PLATFORM MARKET DRIVERS

9.2.2 NORTH AMERICA: RECESSION IMPACT

FIGURE 33 NORTH AMERICA: MARKET SNAPSHOT

TABLE 57 NORTH AMERICA: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 58 NORTH AMERICA: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 59 NORTH AMERICA: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2018–2022 (USD MILLION)

TABLE 60 NORTH AMERICA: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 61 NORTH AMERICA: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2018–2022 (USD MILLION)

TABLE 62 NORTH AMERICA: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2023–2028 (USD MILLION)

TABLE 63 NORTH AMERICA: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2018–2022 (USD MILLION)

TABLE 64 NORTH AMERICA: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2023–2028 (USD MILLION)

TABLE 65 NORTH AMERICA: ECOMMERCE PLATFORM MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 66 NORTH AMERICA: ECOMMERCE PLATFORM MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

9.2.3 US

9.2.3.1 Presence of key market players to drive demand for eCommerce platforms in US

TABLE 67 US: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2018–2022

(USD MILLION)

TABLE 68 US: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2023–2028

(USD MILLION)

TABLE 69 US: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2018–2022

(USD MILLION)

TABLE 70 US: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2023–2028

(USD MILLION)

TABLE 71 US: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2018–2022

(USD MILLION)

TABLE 72 US: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2023–2028

(USD MILLION)

TABLE 73 US: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL,
2018–2022 (USD MILLION)

TABLE 74 US: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL,
2023–2028 (USD MILLION)

9.2.4 CANADA

9.2.4.1 Implementing policies related to IT and eCommerce platforms to advance cybersecurity and safeguard critical infrastructure networks in Canada

TABLE 75 CANADA: ECOMMERCE PLATFORM MARKET, BY OFFERING,
2018–2022 (USD MILLION)

TABLE 76 CANADA: ECOMMERCE PLATFORM MARKET, BY OFFERING,
2023–2028 (USD MILLION)

TABLE 77 CANADA: ECOMMERCE PLATFORM MARKET, BY SOLUTION,
2018–2022 (USD MILLION)

TABLE 78 CANADA: ECOMMERCE PLATFORM MARKET, BY SOLUTION,
2023–2028 (USD MILLION)

TABLE 79 CANADA: ECOMMERCE PLATFORM MARKET, BY INDUSTRY,
2018–2022 (USD MILLION)

TABLE 80 CANADA: ECOMMERCE PLATFORM MARKET, BY INDUSTRY,
2023–2028 (USD MILLION)

TABLE 81 CANADA: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE
MODEL, 2018–2022 (USD MILLION)

TABLE 82 CANADA: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE
MODEL, 2023–2028 (USD MILLION)

9.3 EUROPE

9.3.1 EUROPE: ECOMMERCE PLATFORM MARKET DRIVERS

9.3.2 EUROPE: RECESSION IMPACT

TABLE 83 EUROPE: ECOMMERCE PLATFORM MARKET, BY OFFERING,
2018–2022 (USD MILLION)

TABLE 84 EUROPE: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 85 EUROPE: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2018–2022 (USD MILLION)

TABLE 86 EUROPE: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 87 EUROPE: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2018–2022 (USD MILLION)

TABLE 88 EUROPE: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2023–2028 (USD MILLION)

TABLE 89 EUROPE: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2018–2022 (USD MILLION)

TABLE 90 EUROPE: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2023–2028 (USD MILLION)

TABLE 91 EUROPE: ECOMMERCE PLATFORM MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 92 EUROPE: ECOMMERCE PLATFORM MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

9.3.3 UK

9.3.3.1 Entry of supermarkets and department stores into online shopping arena to fuel demand for eCommerce platforms

TABLE 93 UK: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 94 UK: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 95 UK: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2018–2022 (USD MILLION)

TABLE 96 UK: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 97 UK: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2018–2022 (USD MILLION)

TABLE 98 UK: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2023–2028 (USD MILLION)

TABLE 99 UK: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2018–2022 (USD MILLION)

TABLE 100 UK: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2023–2028 (USD MILLION)

9.3.4 GERMANY

9.3.4.1 eCommerce platforms in Germany to offer better price conditions, wider

product selection, and enhanced convenience

TABLE 101 GERMANY: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 102 GERMANY: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 103 GERMANY: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2018–2022 (USD MILLION)

TABLE 104 GERMANY: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 105 GERMANY: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2018–2022 (USD MILLION)

TABLE 106 GERMANY: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2023–2028 (USD MILLION)

TABLE 107 GERMANY: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2018–2022 (USD MILLION)

TABLE 108 GERMANY: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2023–2028 (USD MILLION)

9.3.5 FRANCE

9.3.5.1 Gaining traction of digital wallets and online shopping to drive French market

9.3.6 SPAIN

9.3.6.1 Rapid shift in consumer behavior from traditional brick-and-mortar retail to online shopping to drive Spanish market

9.3.7 ITALY

9.3.7.1 Increasing investment by retailers in Italy to shift offline platforms to online

9.3.8 REST OF EUROPE

9.4 ASIA PACIFIC

9.4.1 ASIA PACIFIC: ECOMMERCE PLATFORM MARKET DRIVERS

9.4.2 ASIA PACIFIC: RECESSION IMPACT

FIGURE 34 ASIA PACIFIC: MARKET SNAPSHOT

TABLE 109 ASIA PACIFIC: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 110 ASIA PACIFIC: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 111 ASIA PACIFIC: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2018–2022 (USD MILLION)

TABLE 112 ASIA PACIFIC: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 113 ASIA PACIFIC: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2018–2022 (USD MILLION)

TABLE 114 ASIA PACIFIC: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2023–2028 (USD MILLION)

TABLE 115 ASIA PACIFIC: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2018–2022 (USD MILLION)

TABLE 116 ASIA PACIFIC: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2023–2028 (USD MILLION)

TABLE 117 ASIA PACIFIC: ECOMMERCE PLATFORM MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 118 ASIA PACIFIC: ECOMMERCE PLATFORM MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

9.4.3 CHINA

9.4.3.1 China to be leading market in Asia Pacific due to early adoption of digital platforms

TABLE 119 CHINA: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 120 CHINA: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 121 CHINA: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2018–2022 (USD MILLION)

TABLE 122 CHINA: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 123 CHINA: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2018–2022 (USD MILLION)

TABLE 124 CHINA: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2023–2028 (USD MILLION)

TABLE 125 CHINA: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2018–2022 (USD MILLION)

TABLE 126 CHINA: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2023–2028 (USD MILLION)

9.4.4 INDIA

9.4.4.1 Make in India initiative to raise global competitiveness of Indian manufacturing sector, leading to eCommerce market growth

TABLE 127 INDIA: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 128 INDIA: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 129 INDIA: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2018–2022 (USD MILLION)

TABLE 130 INDIA: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2023–2028

(USD MILLION)

TABLE 131 INDIA: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2018–2022

(USD MILLION)

TABLE 132 INDIA: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2023–2028

(USD MILLION)

TABLE 133 INDIA: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2018–2022 (USD MILLION)

TABLE 134 INDIA: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2023–2028 (USD MILLION)

9.4.5 JAPAN

9.4.5.1 Rising adoption of cloud-based solutions to drive adoption of eCommerce platforms in Japan

9.4.6 SINGAPORE

9.4.6.1 Rising young and affluent population to drive adoption of eCommerce platforms in Singapore

9.4.7 AUSTRALIA & NEW ZEALAND (ANZ)

9.4.7.1 With technological advancements and growing eCommerce markets, retailers to adopt eCommerce platforms in ANZ

TABLE 135 ANZ: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 136 ANZ: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 137 ANZ: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2018–2022 (USD MILLION)

TABLE 138 ANZ: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 139 ANZ: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2018–2022 (USD MILLION)

TABLE 140 ANZ: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2023–2028 (USD MILLION)

TABLE 141 ANZ: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2018–2022 (USD MILLION)

TABLE 142 ANZ: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2023–2028 (USD MILLION)

9.4.8 REST OF ASIA PACIFIC

9.5 MIDDLE EAST & AFRICA

9.5.1 MIDDLE EAST & AFRICA: ECOMMERCE PLATFORM MARKET DRIVERS

9.5.2 MIDDLE EAST & AFRICA: RECESSION IMPACT

TABLE 143 MIDDLE EAST & AFRICA: ECOMMERCE PLATFORM MARKET, BY

OFFERING, 2018–2022 (USD MILLION)

TABLE 144 MIDDLE EAST & AFRICA: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 145 MIDDLE EAST & AFRICA: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2018–2022 (USD MILLION)

TABLE 146 MIDDLE EAST & AFRICA: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 147 MIDDLE EAST & AFRICA: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2018–2022 (USD MILLION)

TABLE 148 MIDDLE EAST & AFRICA: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2023–2028 (USD MILLION)

TABLE 149 MIDDLE EAST & AFRICA: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2018–2022 (USD MILLION)

TABLE 150 MIDDLE EAST & AFRICA: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2023–2028 (USD MILLION)

TABLE 151 MIDDLE EAST & AFRICA: ECOMMERCE PLATFORM MARKET, BY COUNTRY, 2018–2022 (USD MILLION)

TABLE 152 MIDDLE EAST & AFRICA: ECOMMERCE PLATFORM MARKET, BY COUNTRY, 2023–2028 (USD MILLION)

9.5.3 MIDDLE EAST

9.5.3.1 Kingdom of Saudi Arabia

9.5.3.1.1 Focus on adopting advanced communications and IT systems and digital economy to fuel eCommerce platform market growth

TABLE 153 KSA: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 154 KSA: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 155 KSA: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2018–2022 (USD MILLION)

TABLE 156 KSA: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 157 KSA: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2018–2022 (USD MILLION)

TABLE 158 KSA: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2023–2028 (USD MILLION)

TABLE 159 KSA: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2018–2022 (USD MILLION)

TABLE 160 KSA: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2023–2028 (USD MILLION)

9.5.3.2 United Arab Emirates

9.5.3.2.1 Rapid shift of traditional brick-and-mortar retailers to online platforms to increase demand for eCommerce platforms

TABLE 161 UAE: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 162 UAE: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 163 UAE: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2018–2022 (USD MILLION)

TABLE 164 UAE: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 165 UAE: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2018–2022 (USD MILLION)

TABLE 166 UAE: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2023–2028 (USD MILLION)

TABLE 167 UAE: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2018–2022 (USD MILLION)

TABLE 168 UAE: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE MODEL, 2023–2028 (USD MILLION)

9.5.3.3 Rest of Middle East

9.5.4 AFRICA

9.5.4.1 Increasing digital skills of citizens and rising smartphone adoption to accelerate eCommerce platform market growth

9.6 LATIN AMERICA

9.6.1 LATIN AMERICA: ECOMMERCE PLATFORM MARKET DRIVERS

9.6.2 LATIN AMERICA: RECESSION IMPACT

TABLE 169 LATIN AMERICA: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2018–2022 (USD MILLION)

TABLE 170 LATIN AMERICA: ECOMMERCE PLATFORM MARKET, BY OFFERING, 2023–2028 (USD MILLION)

TABLE 171 LATIN AMERICA: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2018–2022 (USD MILLION)

TABLE 172 LATIN AMERICA: ECOMMERCE PLATFORM MARKET, BY SOLUTION, 2023–2028 (USD MILLION)

TABLE 173 LATIN AMERICA: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2018–2022 (USD MILLION)

TABLE 174 LATIN AMERICA: ECOMMERCE PLATFORM MARKET, BY INDUSTRY, 2023–2028 (USD MILLION)

TABLE 175 LATIN AMERICA: ECOMMERCE PLATFORM MARKET, BY

ECOMMERCE MODEL, 2018–2022 (USD MILLION)

TABLE 176 LATIN AMERICA: ECOMMERCE PLATFORM MARKET, BY
ECOMMERCE MODEL, 2023–2028 (USD MILLION)

TABLE 177 LATIN AMERICA: ECOMMERCE PLATFORM MARKET, BY COUNTRY,
2018–2022 (USD MILLION)

TABLE 178 LATIN AMERICA: ECOMMERCE PLATFORM MARKET, BY COUNTRY,
2023–2028 (USD MILLION)

9.6.3 BRAZIL

9.6.3.1 Convenience and attractive promotions offered by eCommerce to attract
Brazilian shoppers

TABLE 179 BRAZIL: ECOMMERCE PLATFORM MARKET, BY OFFERING,
2018–2022 (USD MILLION)

TABLE 180 BRAZIL: ECOMMERCE PLATFORM MARKET, BY OFFERING,
2023–2028 (USD MILLION)

TABLE 181 BRAZIL: ECOMMERCE PLATFORM MARKET, BY SOLUTION,
2018–2022 (USD MILLION)

TABLE 182 BRAZIL: ECOMMERCE PLATFORM MARKET, BY SOLUTION,
2023–2028 (USD MILLION)

TABLE 183 BRAZIL: ECOMMERCE PLATFORM MARKET, BY INDUSTRY,
2018–2022 (USD MILLION)

TABLE 184 BRAZIL: ECOMMERCE PLATFORM MARKET, BY INDUSTRY,
2023–2028 (USD MILLION)

TABLE 185 BRAZIL: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE
MODEL, 2018–2022 (USD MILLION)

TABLE 186 BRAZIL: ECOMMERCE PLATFORM MARKET, BY ECOMMERCE
MODEL, 2023–2028 (USD MILLION)

9.6.4 MEXICO

9.6.4.1 Increasing adoption of IoT in Mexico to boost growth of eCommerce platform
market

9.6.5 REST OF LATIN AMERICA

10 COMPETITIVE LANDSCAPE

10.1 OVERVIEW

10.2 STRATEGIES ADOPTED BY KEY PLAYERS

TABLE 187 OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS IN
ECOMMERCE PLATFORM MARKET

10.3 COMPETITIVE SCENARIO

10.4 MARKET SHARE ANALYSIS OF TOP PLAYERS

TABLE 188 ECOMMERCE PLATFORM MARKET: DEGREE OF COMPETITION

10.5 COMPETITIVE BENCHMARKING

TABLE 189 PRODUCT FOOTPRINT WEIGHTAGE

TABLE 190 COMPETITIVE BENCHMARKING OF PLAYERS, BY OFFERING, ECOMMERCE MODEL, AND REGION

TABLE 191 ECOMMERCE PLATFORM MARKET: DETAILED LIST OF KEY STARTUP/SMES

10.6 MARKET RANKING OF KEY PLAYERS IN ECOMMERCE PLATFORM MARKET, 2023

FIGURE 35 MARKET RANKING OF KEY PLAYERS, 2023

10.7 COMPANY EVALUATION QUADRANT

FIGURE 36 COMPANY EVALUATION MATRIX: CRITERIA WEIGHTAGE

10.7.1 STARS

10.7.2 EMERGING LEADERS

10.7.3 PERVASIVE PLAYERS

10.7.4 PARTICIPANTS

FIGURE 37 ECOMMERCE PLATFORM MARKET: COMPANY EVALUATION MATRIX, 2023

10.8 STARTUP/SME EVALUATION MATRIX METHODOLOGY AND DEFINITIONS

FIGURE 38 STARTUP/SME EVALUATION MATRIX: CRITERIA WEIGHTAGE

10.8.1 PROGRESSIVE COMPANIES

10.8.2 RESPONSIVE COMPANIES

10.8.3 DYNAMIC COMPANIES

10.8.4 STARTING BLOCKS

FIGURE 39 ECOMMERCE PLATFORM MARKET: STARTUP/SME EVALUATION MATRIX, 2023

10.9 COMPETITIVE SCENARIO

10.9.1 PRODUCT LAUNCHES

TABLE 192 PRODUCT LAUNCHES: JANUARY 2019–JUNE 2023

10.9.2 DEALS

TABLE 193 DEALS: JANUARY 2019–JUNE 2023

10.10 ECOMMERCE PLATFORM PRODUCT BENCHMARKING

10.10.1 PROMINENT ECOMMERCE SOLUTION PROVIDERS

TABLE 194 COMPARATIVE ANALYSIS OF ECOMMERCE PLATFORM PROVIDERS

10.10.1.1 Shopify eCommerce platform

10.10.1.2 BigComme

I would like to order

Product name: ECommerce Platform Market by eCommerce Model (B2B and B2C), Offering (Solutions and Services), Industry (Beauty & Personal Care, Consumer Electronics, Home Decor, Fashion and Apparel, F&B), and Region - Global Forecast to 2028

Product link: <https://marketpublishers.com/r/E0010E985055EN.html>

Price: US\$ 4,950.00 (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/E0010E985055EN.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