

E-commerce Market by Business Model, Browsing Medium, Payment Mode (Card Payment, Bank Transfer, Digital Wallet), Offering (Travel, Electronics, Beauty & Fashion, Household, Pharmaceuticals, Food & Beverages), and Region – Global Forecast to 2027

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Abstracts

E-commerce Market by Business Model, Browsing Medium, Payment Mode (Card Payment, Bank Transfer, Digital Wallet), Offering (Travel, Electronics, Beauty & Fashion, Household, Pharmaceuticals), and Geography – Global Forecast to 2027

The research report titled “E-commerce Market by Business Model, Browsing Medium, Payment Mode (Card Payment, Bank Transfer, Digital Wallet), Offering (Travel, Electronics, Beauty & Fashion, Household, Pharmaceuticals, Food & Beverages), and Region – Global Forecast to 2027” provides in-depth analysis of e-commerce market in five major geographies and emphasizes on the current market trends, market size, market share, recent developments, and forecast till 2027. The global e-commerce market is expected to reach \$16,215.6 billion by 2027, growing at a CAGR of 22.9% during the forecast period of 2020 to 2027. This market is majorly driven by rising penetration of the Internet and smartphones, growing dependency on social media to promote e-commerce platforms, growing omni-channel business models, and the advent of new payment modes. In addition, e-commerce automation offers immense growth opportunities for players operating in the e-commerce market.

The study offers a comprehensive analysis of the global e-commerce market with respect to browsing medium, business model, payment mode, offering category, and geography. The global e-commerce market by business model, browsing medium (mobile/tablet, desktop/laptop), payment mode (card payment, bank transfer, digital wallet, cash on delivery, other payment modes), offering category (travel & tourism,

electronics products, beauty & fashion products, household products, pharmaceuticals products, small and medium-sized farms, food and beverages, others), and region. The study also evaluates industry competitors and analyses the market at a country level.

Based on business model, the horizontal e-commerce models segment commanded the largest share of the overall e-commerce market in 2020. The large share of this segment is mainly attributed to this model's ability that allows marketers to mitigate the market fluctuation and maintain a consistent supply of products. The growing popularity of dedicated e-commerce portals is expected to drive the vertical e-commerce model's market growth.

Based on browsing medium, the desktop/laptop segment accounted for the largest share of the overall e-commerce market in 2020. The desktop/laptop seems habitual to consumers as the large screens allow them to make better shopping decisions. However, the mobile/tablet segment is poised to grow with the highest CAGR owing to the rising sale of mobiles & tablets and growing internet penetration, allowing consumers to shop online seamlessly.

Based on payment mode, the card payment segment commanded the largest share of the e-commerce market in 2020. Increasing adoption of credit, debit, and pre-paid cards that provide convenience and security to users fostered the largest share for the card payment segment in the e-commerce market. The rise in the sale of mobiles and tablets that features seamless integration of digital wallet applications and extensive promotion of digital wallets are factors anticipated to drive the digital wallet segment.

Based on offering, the beauty & fashion products segment accounted for the largest share of the global e-commerce market in 2020. This segment's large share is mainly attributed to rapidly changing customer preferences towards online shopping and the high demand for cosmetics and clothing. Besides, the incorporation of advanced technologies in online platforms and various beauty & fashion goods available for comparison on e-commerce platforms further augment this segment's growth in the forecast period.

Geographically, the Asia-Pacific region commanded the largest share of the overall e-commerce market in 2020. The large share of this region is mainly attributed to the presence of global e-commerce leaders offering several products of customer preferences with multiple offers on purchasing. Additionally, growing number of retailers shifting to an omnichannel business model is expected to drive the fastest regional

growth in the forecasted period.

The key players profiled in the global e-commerce market are Amazon.com, Inc. (U.S.), Alibaba Group Holding Limited (China), Walmart, Inc. (U.S.) The Home Depot, Inc. (U.S.), JD.com, Inc. (China), Rakuten, Inc. (Japan), Otto GmbH & Co KG (Germany), Zalando SE (Germany), Priceline.com (U.S.), B2W Digital (Brazil), Groupon, Inc (U.S.), Inter Ikea Systems B.V. (Netherlands), Costco Wholesale Corporation (U.S.), Shopify, Inc. (U.S.), Wayfair, Inc. (U.S.), Suning.Com Co., Ltd. (China), Best Buy Co., Inc. (U.S.) and Tesco Plc (U.K.) among others.

Key questions answered in the report-

Which are the high growth market segments in terms of the browsing medium, payment mode, business model, offering, and countries?

What is the historical market for e-commerce across the globe?

What are the market forecasts and estimates from the period of 2020-2027?

Who are the major players in various countries, and what share of the market do they hold?

What are the recent developments in the global e-commerce market?

What are the different strategies adopted by the major players in the global e-commerce market?

What are the geographical trends and high-growth countries?

Who are the local emerging players in the global e-commerce market and how do they compete with the other players?

Scope of the report

E-commerce Market, by Business Model

Horizontal e-commerce

Vertical e-commerce

E-commerce Market, by Browsing Medium

Desktop/laptop

Mobile/tablet

Application-based

Browser

E-commerce Market, by Payment Mode

Card Payments

Bank Transfers

Digital Wallets

Cash Payments

Other Payment Mode

E-commerce Market, by Offering

Beauty & Fashion Products

Travel & Tourism

Electronics Products

Household Products

Pharmaceutical Products

Food & Beverages

Others (Sports, Agriculture, and Automotive, among others)

E-commerce Market, by Region

North America

U.S.

Canada

Europe

Germany

U.K.

France

Italy

Spain

Sweden

Netherlands

Norway

Russia

Rest of Europe (ROE)

Asia-Pacific

China

India

Japan

South Korea

Australia & New Zealand

Indonesia

Vietnam

Malaysia

Rest of Asia-Pacific (ROAPAC)

Latin America

Brazil

Mexico

Argentina

Rest of Latin America

Middle East & Africa

Saudi Arabia

UAE

Israel

South Africa

Rest of MEA

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