

Live E-commerce Market - Global Outlook and Forecast 2022-2028

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Abstracts

Live e-commerce mainly displays its products to the buyers in various aspects through live video, or attracts the consumers to place an order and purchase in the video, or interacts with the buyers to attract more consumers.

This report contains market size and forecasts of Live E-commerce in Global, including the following market information:

Global Live E-commerce Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Live E-commerce market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Domestic Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Live E-commerce include Alibaba, Amazon, Byte Dance, Tencent, Inly Media Co., Ltd., Kwai, Livby, Mogu Inc. and Rocket Internet, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Live E-commerce companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges,

obstacles, and potential risks.

Total Market by Segment:

Global Live E-commerce Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Live E-commerce Market Segment Percentages, by Type, 2021 (%)

Domestic

Transboundary

Global Live E-commerce Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Live E-commerce Market Segment Percentages, by Application, 2021 (%)

Clothes

Cosmetics

Daily Necessities

Food

Other

Global Live E-commerce Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Live E-commerce Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Live E-commerce revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Live E-commerce revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Alibaba

Amazon

Byte Dance

Tencent

Inly Media Co., Ltd.

Kwai

Livby

Mogu Inc.

Rocket Internet

Sea Group

Shoclef

ShopShops

Shunwang

ST&SAT

Streamlist

Gravy Live

Wayfair Inc.

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