

BRICS e-commerce Retail Market Research and Forecast 2018-2023

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Abstracts

BRICS e-commerce retail market is expected to grow significantly during the forecast period (2018-2023). The e-commerce retail market in BRICS region has been positively influenced by variety of pivotal factors such as increasing smartphone and internet users, improving transport connectivity and availability of inexpensive workforce. The increasing number of smartphone and internet users in the countries such as India, China, Brazil and Russia created ample opportunities for e-commerce retail market. Further, China, India and South African region has economic workforce and favorable policies. China and India are the two largest market for e-commerce retail across the globe which attracts global giants to invest in this region.

However, high cost for reverse logistics and under developed infrastructure of some countries are still major concerns for the market growth. The cost incurred when the customer return and replace the product increases the expenditure of the company. Increasing number of returns and replacement of goods can create major problem for any e-commerce company. China has largest share of e-commerce retail market among all the countries in the world followed by India. Improved infrastructure, cohesive government policies and growing e-commerce market boost the growth of e-commerce retail market. Growing trend of online launching of product and exclusive sales creates scope for e-commerce retail market.

Moreover, China has well developed infrastructure and high internet penetration where more than 40% of the total population has access to internet which allows the e-commerce companies to reach major potential customers. India is also growing at a significant rate due to increasing internet penetration and developing infrastructure which attracts investors from across the globe. BRICS e-commerce market players such as Flipkart Internet Private Limited, Amazon.com Inc., Alphabet Inc., JD.com Inc., Baidu

Inc., and Homeshop18 contribute significantly into the market growth. The E-commerce market is also influenced by growing innovation in the market such as growing use of mobile commerce, digital payments, and offline integration.

MARKET SEGMENTATION:

BRICS e-commerce retail market research and analysis, by end user

BRICS e-commerce retail market research and analysis, by products

BRICS e-commerce retail market research and analysis, by device used

THE REPORT COVERS:

Comprehensive research methodology of BRICS e-commerce retail market

This report also includes detailed and extensive market overview with key analyst insights.

Exhaustive analysis of macro and micro factors influencing the market guided by key recommendations.

Analysis of regional regulations and other government policies impacting the BRICS e-commerce retail market

Insights about market determinants which are stimulating the BRICS e-commerce retail market

Detailed and extensive market segments with regional distribution of forecasted revenues.

Broad profiles and recent developments of market players.

Contents

1. REPORT SUMMARY

1.1. RESEARCH METHODS AND TOOLS

1.2. MARKET BREAKDOWN

1.2.1. BY SEGMENTS

1.2.2. BY GEOGRAPHY

1.2.3. BY STAKEHOLDERS

2. MARKET OVERVIEW AND INSIGHTS

2.1. DEFINITION

2.2. ANALYST INSIGHTS & CURRENT MARKET TRENDS

2.2.1. KEY FINDINGS

2.2.2. RECOMMENDATION

2.2.3. CONCLUSION

2.3. REGULATIONS

2.3.1. BRAZIL

2.3.2. RUSSIA

2.3.3. INDIA

2.3.4. CHINA

2.3.5. SOUTH AFRICA

3. MARKET DETERMINANT

3.1. MOTIVATORS

3.1.1. RAPIDLY INCREASING SMARTPHONE AND INTERNET USERS

3.1.2. INFRASTRUCTURAL DEVELOPMENT AND IMPROVING ROAD CONNECTIVITY

3.1.3. INEXPENSIVE WORKFORCE

3.1.4. GROWING E-COMMERCE MARKET

3.2. RESTRAINTS

3.2.1. HIGH COST OF REVERSE LOGISTICS

3.2.2. UNDERDEVELOPED INFRASTRUCTURE IN SOME COUNTRIES

3.3. OPPORTUNITIES

3.3.1. INCREASING ONLINE SALES AND MARKETING

3.3.2. RISING DISPOSABLE INCOME

3.3.3. DIGITIZATION AND INCREASING MODE OF PAYMENT

3.3.4. WIDE SCOPE FOR HORIZONTAL AND VERTICAL INTEGRATION

4. MARKET SEGMENTATION

4.1. BRICS E-COMMERCE RETAIL MARKET, BY END USER

4.1.1. BUSINESS TO CONSUMER

4.1.2. BUSINESS TO BUSINESS

4.1.3. CUSTOMER TO CUSTOMER

4.2. BRICS E-COMMERCE RETAIL MARKET, BY PRODUCTS

4.2.1. ELECTRONICS

4.2.2. FASHION

4.2.3. BOOKS AND MAGAZINES

4.2.4. HOME DECOR

4.2.5. HEALTHCARE

4.2.6. AUTOMOBILE

4.2.7. SPORTS

4.2.8. BEAUTY AND PERSONAL CARE

4.2.9. KITCHENWARE

4.2.10. OTHERS

4.3. BRICS E-COMMERCE RETAIL MARKET, BY DEVICE USED

4.3.1. SMARTPHONE

4.3.2. TABLETS

4.3.3. PERSONAL COMPUTER

5. COMPETITIVE LANDSCAPE

5.1. KEY MARKET STRATEGIES

5.2. KEY COMPANY ANALYSIS

6. REGIONAL ANALYSIS

6.1. BRICS

6.1.1. BRAZIL

6.1.2. RUSSIA

6.1.3. INDIA

6.1.4. CHINA

6.1.5. SOUTH AFRICA

7. COMPANY PROFILES

- 7.1. FLIPKART INTERNET PVT LTD
- 7.2. AMAZON.COM, INC.
- 7.3. JASPER INFOTECH PVT LTD (SNAPDEAL)
- 7.4. EBAY
- 7.5. CLUES NETWORK PRIVATE LIMITED(SHOPCLUES)
- 7.6. HOMESHOP18
- 7.7. BAIDU INC.
- 7.8. TENCENT HOLDING LTD
- 7.9. ALIBABA GROUP HOLDING LIMITED
- 7.10. ALPHABET INC.
- 7.11. JD.COM INC.
- 7.12. CITILINK.RU
- 7.13. LAMODA
- 7.14. FEDEX EXPRESS
- 7.15. DHL
- 7.16. ZANDO
- 7.17. TAKEALOT
- 7.18. KONGA
- 7.19. BID OR BUY
- 7.20. CNOVA N.V
- 7.21. ULMART HOLDING LIMITED
- 7.22. VIA-VAREJO
- 7.23. WAL-MART INC.
- 7.24. VIPSHOP HOLDING LIMITED
- 7.25. MERCADO LIVRE

List Of Tables

LIST OF TABLES

TABLE 1 BRICS E-COMMERCE RETAIL MARKET RESEARCH AND ANALYSIS BY END USER, 2017-2023 (\$ MILLIONS)

TABLE 2 BRICS E-COMMERCE RETAIL BUSINESS TO CUSTOMER MARKET RESEARCH AND ANALYSIS, 2017-2023 (\$ MILLIONS)

TABLE 3 BRICS E-COMMERCE RETAIL BUSINESS TO BUSINESS MARKET RESEARCH AND ANALYSIS, 2017-2023 (\$ MILLIONS)

TABLE 4 BRICS E-COMMERCE RETAIL CUSTOMER TO CUSTOMER MARKET RESEARCH AND ANALYSIS 2017-2023 (\$ MILLIONS)

TABLE 5 BRICS E-COMMERCE RETAIL MARKET RESEARCH AND ANALYSIS BY PRODUCTS 2017-2023 (\$ MILLIONS)

TABLE 6 BRICS E-COMMERCE RETAIL ELECTRONICS MARKET RESEARCH AND ANALYSIS 2017-2023 (\$ MILLIONS)

TABLE 7 BRICS E-COMMERCE RETAIL FASHION MARKET RESEARCH AND ANALYSIS 2017-2023 (\$ MILLIONS)

TABLE 8 BRICS E-COMMERCE RETAIL BOOKS & MAGAZINES MARKET RESEARCH AND ANALYSIS 2017-2023, (\$ MILLIONS)

TABLE 9 BRICS E-COMMERCE RETAIL HOME DECOR MARKET RESEARCH AND ANALYSIS 2017-2023, (\$ MILLIONS)

TABLE 10 BRICS E-COMMERCE RETAIL HEALTHCARE MARKET RESEARCH AND ANALYSIS 2017-2023, (\$ MILLIONS)

TABLE 11 BRICS E-COMMERCE RETAIL AUTOMOBILE MARKET RESEARCH AND ANALYSIS 2017-2023, (\$ MILLIONS)

TABLE 12 BRICS E-COMMERCE RETAIL SPORTS MARKET RESEARCH AND ANALYSIS, 2017-2023 (\$ MILLIONS)

TABLE 13 BRICS E-COMMERCE RETAIL BEAUTY AND PERSONAL CARE MARKET RESEARCH AND ANALYSIS, 2017-2023 (\$ MILLIONS)

TABLE 14 BRICS E-COMMERCE RETAIL KITCHENWARE MARKET RESEARCH AND ANALYSIS, 2017-2023 (\$ MILLIONS)

TABLE 15 BRICS E-COMMERCE RETAIL MARKET RESEARCH AND ANALYSIS BY DEVICE USED, 2017-2023 (\$ MILLIONS)

TABLE 16 BRICS SMARTPHONE MARKET RESEARCH AND ANALYSIS, 2017-2023 (\$ MILLIONS)

TABLE 17 BRICS TABLET MARKET RESEARCH AND ANALYSIS, 2017-2023 (\$ MILLIONS)

TABLE 18 BRICS PERSONAL COMPUTER MARKET RESEARCH AND ANALYSIS,

2017-2023 (\$ MILLIONS)

List Of Figures

LIST OF FIGURES

FIGURE 1 BRICS E-COMMERCE RETAIL MARKET SHARE BY END USER 2017 VS 2023 (IN %)

FIGURE 2 BRICS E-COMMERCE RETAIL MARKET SHARE BY PRODUCT 2017 VS 2023 (IN %)

FIGURE 3 BRICS E-COMMERCE RETAIL MARKET SHARE BY DEVICE USED 2017 VS 2023 (IN %)

FIGURE 4 BRICS E-COMMERCE RETAIL MARKET SIZE 2017-2023 (\$MILLIONS)

FIGURE 5 BRAZIL E-COMMERCE RETAIL MARKET SIZE 2017-2023 (\$MILLIONS)

FIGURE 6 RUSSIA E-COMMERCE RETAIL MARKET SIZE 2017-2023 (\$MILLIONS)

FIGURE 7 INDIA E-COMMERCE RETAIL MARKET SIZE 2017-2023 (\$MILLIONS)

FIGURE 8 CHINA E-COMMERCE RETAIL MARKET SIZE 2017-2023 (\$MILLIONS)

FIGURE 9 SOUTH AFRICA E-COMMERCE RETAIL MARKET SIZE 2017-2023 (\$MILLIONS)

COMPANIES MENTIONED

1. FLIPKART INTERNET PVT LTD
2. AMAZON.COM, INC.
3. JASPER INFOTECH PVT LTD (SNAPDEAL)
4. EBAY
5. CLUES NETWORK PRIVATE LIMITED(SHOPCLUES)
6. HOMESHOP18
7. BAIDU INC.
8. TENCENT HOLDING LTD
9. ALIBABA GROUP HOLDING LIMITED
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