

# Global E-commerce Live Streaming Market Research Report 2023

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## Abstracts

E-commerce Live Streaming uses live video streaming to showcase and demonstrate products, interact with customers, and facilitate real-time online shopping experiences.

According to QYResearch's new survey, global E-commerce Live Streaming market is projected to reach US\$ million in 2029, increasing from US\$ million in 2022, with the CAGR of % during the period of 2023 to 2029. Influencing issues, such as economy environments, COVID-19 and Russia-Ukraine War, have led to great market fluctuations in the past few years and are considered comprehensively in the whole E-commerce Live Streaming market research.

According to International Telecommunication Union (ITU), the global Internet users (online population) were more than 5 billion. And the number of online shoppers was also increasing. In 2022, the global e-commerce market penetration rate increased to 19.7%, and the e-commerce market reached \$5.5 trillion. At the same time, the Asian e-commerce market ranked at the top of the revenue ranking, which has reached \$1.8 trillion. According to the National Bureau of Statistics, China was the largest online retail market in 2022, with online retail sales of 13.79 trillion yuan and a year-on-year increase of 4%. Among them, the online retail sales of physical goods were 11.96 trillion yuan, with a year-on-year increase of 6.2%, which accounted for 27.2% of the total retail sales of consumer goods.

## Report Scope

This report, based on historical analysis (2018-2022) and forecast calculation (2023-2029), aims to help readers to get a comprehensive understanding of global E-commerce Live Streaming market with multiple angles, which provides sufficient

supports to readers' strategy and decision making.

## By Company

Taobao Live  
Kuaishou Live  
TikTok Live  
MOGU  
JD.com  
Pinduoduo  
Lazada  
Shopee  
Facebook  
Rakuten

## Segment by Type

Social Platform  
Electronic Business Platform

## Segment by Application

Clothing  
Consumer Electronics  
Food and Beverage

Others

## By Region

North America

United States

Canada

Europe

Germany

France

UK

Italy

Russia

Nordic Countries

Rest of Europe

Asia-Pacific

China

Japan

South Korea

Southeast Asia

India

Australia

Rest of Asia

Latin America

Mexico

Brazil

Rest of Latin America

Middle East & Africa

Turkey

Saudi Arabia

UAE

Rest of MEA

The E-commerce Live Streaming report covers below items:

Chapter 1: Product Basic Information (Definition, Type and Application)

Chapter 2: Global market size, regional market size. Market Opportunities and Challenges

Chapter 3: Companies' Competition Patterns

Chapter 4: Product Type Analysis

Chapter 5: Product Application Analysis

Chapter 6 to 10: Country Level Value Analysis

Chapter 11: Companies' Outline

Chapter 12: Market Conclusions

Chapter 13: Research Methodology and Data Source

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