

Global Social Commerce Platform Market Research Report 2023

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Abstracts

Social commerce lets customers make their purchase within their social media experience, luring them in during micromoments when they may be motivated to make a purchase. Social commerce depends on platforms such as Facebook, Twitter, Instagram and TikTok to interact with potential customers to drive conversions.

According to QYResearch's new survey, global Social Commerce Platform market is projected to reach US\$ 11260 million in 2029, increasing from US\$ 8259 million in 2022, with the CAGR of 5.1% 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 Social Commerce Platform 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 Social Commerce Platform market with multiple angles, which provides sufficient supports to readers' strategy and decision making.

By Company

Meta Platforms, Inc

Instagram

LinkedIn

Twitter

Sina

Tencent

YouTube

Pinterest

Foursquare

TikTok

Segment by Type

Based on Text and Pictures

Based on Video

Segment by Application

Virtual Product

Physical Product

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 Social Commerce Platform 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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