

Community-Based Commerce Market Forecasts to 2034 - Global Analysis By Platform Type (Community Marketplaces, Social Commerce Platforms, Peer-to-Peer Commerce Networks and Cooperative Commerce Platforms), Product, Business Model, Community Structure, Market Geography, Technology Integration, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Community-Based Commerce Market is accounted for \$167.3 billion in 2026 and is expected to reach \$599.5 billion by 2034 growing at a CAGR of 17.3% during the forecast period. Community-Based Commerce refers to a commerce approach built around communities formed through common interests, geographic connections, social interactions, and mutual trust. Instead of focusing only on individual transactions, this model encourages consumers and businesses to interact, collaborate, exchange recommendations, and participate in shared purchasing activities. Online marketplaces, social networks, mobile applications, and messaging platforms help facilitate these connections and make products and services more accessible. By strengthening connections between buyers and local businesses, community-based commerce can promote economic participation while emphasizing trust, engagement, personalization, collaboration, and shared community values.

According to UN Trade and Development (UNCTAD), business e-commerce sales across 45 developed and developing economies reached \$28 trillion in 2024, covering economies representing about three-quarters of global GDP and exports. E-commerce sales were also 4.4% higher in 2024 than in 2023, demonstrating continued expansion of digital commerce.

Market Dynamics:**Driver:**

Growing consumer preference for local and trusted businesses

The increasing inclination of consumers toward local and reliable businesses is supporting the expansion of community-based commerce. Buyers often value businesses that understand their communities, maintain personal relationships, and demonstrate values similar to their customers. Recommendations from neighbors, online community groups, customer feedback, and personal referrals can significantly shape purchasing behavior. Supporting local retailers, producers, entrepreneurs, and service providers also enables consumers to contribute to economic activity within their communities. Digital platforms are making these relationships easier to establish by connecting customers with nearby sellers and community networks.

Restraint:

Limited scalability of community-based commerce

The dependence of community-based commerce on personal relationships and localized engagement can restrict its ability to scale quickly. Businesses generally need substantial effort to establish credibility, encourage participation, and respond to the specific preferences of individual communities. Approaches that succeed in one geographic or interest-based group may not perform equally well elsewhere due to differences in consumer habits, expectations, and social characteristics. Expanding into several communities can also create additional operational demands, including greater staffing, technology investments, promotional activities, and customized strategies. These challenges can be particularly significant for smaller enterprises with limited resources.

Opportunity:

Integration of social commerce and community platforms

Combining social commerce capabilities with community-oriented platforms offers considerable growth potential for community-based commerce. Companies can utilize social networks, messaging services, digital groups, and specialized marketplaces to

interact closely with customers and strengthen relationships. Tools including live stream selling, customer-generated content, peer recommendations, collective purchasing, and online discussions can improve product visibility and participation. Independent businesses may particularly benefit by accessing focused customer groups without depending heavily on conventional advertising. The continued growth of digital communities can therefore support engaging, convenient, and relationship-driven commerce experiences.

Threat:

Intense competition from large e-commerce platforms

Large e-commerce companies represent a significant competitive threat to community-based commerce because they provide consumers with broad product ranges, attractive prices, efficient delivery, and convenient digital shopping. Their substantial resources allow continued investment in technology, promotional campaigns, fulfillment infrastructure, and customer acquisition strategies. Strong consumer familiarity with these platforms may create additional challenges for smaller community-oriented businesses attempting to establish loyalty. Furthermore, major online retailers are increasingly developing localized services and personalized recommendations. This expansion could intensify competition and make customer acquisition, differentiation, visibility, and profitability more challenging for community-based businesses.

Covid-19 Impact:

COVID-19 brought substantial changes to community-based commerce as consumers shifted toward digital purchasing and locally accessible businesses. Restrictions on movement, lockdown measures, and closures of physical stores increased reliance on neighbourhood suppliers, online community groups, and digital marketplaces for everyday requirements. Communication applications, social platforms, and electronic payment methods helped local sellers maintain customer relationships and continue transactions during periods of limited physical interaction. However, small businesses experienced difficulties from disrupted supply chains, weaker consumer spending, and restrictions on business activities.

The consumer goods segment is expected to be the largest during the forecast period

The consumer goods segment is expected to account for the largest market share

during the forecast period because frequently needed products naturally encourage repeated purchases and community-driven recommendations. Items including groceries, household necessities, personal care products, apparel, and other everyday merchandise can be effectively marketed through neighbourhood networks and digital community platforms. Consumers can discover products through recommendations, discussions, and shared experiences while purchasing from nearby or community-connected sellers. Additionally, the increasing integration of digital commerce with localized shopping is improving accessibility and convenience.

The small businesses segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the small businesses segment is predicted to witness the highest growth rate because digital technologies are creating easier ways for smaller enterprises to reach nearby consumers and focused customer communities. Community-oriented platforms allow these businesses to showcase offerings, establish direct relationships, benefit from customer referrals, and improve their competitive position without major infrastructure investments. Social networks, messaging services, online marketplaces, and digital payment technologies are simplifying participation in local commerce. At the same time, increasing consumer preference for independent retailers and community enterprises supports demand within this segment.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share because of its mature digital retail infrastructure, widespread connectivity, and well-established online community ecosystems. Consumers increasingly rely on social platforms, community marketplaces, neighborhood applications, and digital communication channels to find products, connect with nearby sellers, and complete transactions. Advanced payment technologies and the presence of major digital platforms further facilitate community-focused commerce throughout the region. Growing awareness of local businesses and increasing consumer willingness to support independent enterprises also strengthen market opportunities.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR due to accelerating digital adoption, widespread smartphone usage, and growing engagement with socially connected purchasing models. Markets including China, India,

and Southeast Asia are rapidly adopting mobile shopping, digital payment solutions, social networks, and localized commerce platforms. Integrated super-apps and community-oriented commerce models allow consumers to communicate with sellers, discover offerings, and engage in collective purchasing through convenient digital channels. Increasing internet accessibility, expanding consumer populations, and greater participation by small and local businesses are also creating favorable conditions.

Key players in the market

Some of the key players in Community-Based Commerce Market include CityMall, Meesho, GlowRoad, Trell, Shop101, CoutLoot, Kiko Live, GetWyld, Kirana Club, DealShare, Gobillion, BulBul, Mall91, simsim, Vingo, Etsy Inc., Nextdoor Holdings Inc. and Taskrabbit Inc.

Key Developments:

In June 2026, Meesho has partnered with BSE Ltd. to launch Project Shikhar, an initiative designed to help MSMEs transition into publicly listed entities on the BSE SME platform. This collaboration aims to provide e-commerce sellers with access to growth capital and foster compliant, transparent businesses for India's formal economy.

In August 2025, Taskrabbit announced it is now available in all 50 states following a major expansion. This nationwide expansion brings Taskrabbit's trusted home services to even more households while creating flexible, meaningful work opportunities for Taskers across the country. With this launch, Taskrabbit expands into 50 new U.S. cities, including nine new states, giving more consumers access to help with everything around the home — from furniture assembly to moving, mounting, home repairs, cleaning, and more.

Platform Types Covered:

Community Marketplaces

Social Commerce Platforms

Peer-to-Peer Commerce Networks

Cooperative Commerce Platforms

Products Covered:

Consumer Goods

Local Services

Agricultural & Farm Produce

Handmade & Artisan Products

Digital Goods & Subscriptions

Business Models Covered:

Commission-Based

Subscription-Based

Freemium & Ad-Supported

Cooperative Profit-Sharing

Community Structures Covered:

Neighborhood & Local Communities

Interest-Based Communities

Professional & Skill-Based Communities

Cultural & Ethnic Communities

Market Geographies Covered:

Urban Markets

Semi-Urban Markets

Rural Markets

Technology Integrations Covered:

Mobile Apps

Web Platforms

AI & Recommendation Engines

Blockchain & Smart Contracts

End Users Covered:

Individual Consumers

Small Businesses

Cooperatives & Community Groups

Nonprofits & NGOs

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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