

# **Digital Commerce Software Market - Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented By Deployment Model (On-Premise, Cloud-Based, Hybrid), By End User Industry (Retail, BFSI, Travel & Tourism, IT & Communications and Entertainment & Media), By Region, and By Competition, 2019-2029F**

<https://marketpublishers.com/r/DB05B348F0B1EN.html>

Date: April 2024

Pages: 186

Price: US\$ 4,500.00 (Single User License)

ID: DB05B348F0B1EN

## **Abstracts**

Global Digital Commerce Software Market was valued at USD 7.8 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 14.27% through 2029. The market is poised for rapid growth, largely driven by the increasing necessity for unified commerce solutions. With modern consumers utilizing multiple channels to streamline their purchasing journey, there is a robust demand for digital commerce software throughout the forecast period. The transition towards subscription-based business models is particularly advantageous for sellers, offering consistent and recurring revenue streams. Consumers seek features such as user-friendly interfaces, cost savings, and personalized recommendations, driving substantial demand for digital commerce software. Moreover, the widespread adoption of cloud solutions globally significantly contributes to the expansion of digital commerce. Cloud-based platforms offer affordability, ease of implementation, minimal IT investment, and seamless integrations, further fueling market growth. Additionally, the rise of the Internet of Things (IoT) enables smart home appliances to autonomously make purchases on behalf of users, simplifying the buying process for consumers. This trend not only reduces customer effort but also opens up new interactive channels and commercial opportunities in the realm of digital commerce.

## **Key Market Drivers**

The global digital commerce software market has been experiencing a robust growth trajectory, driven by a confluence of factors that underscore the transformative nature of digital technologies in the realm of commerce. Foremost among these drivers is the unabated growth of e-commerce on a global scale. Businesses across diverse sectors are recognizing the imperative to establish a compelling online presence, spurred by the escalating consumer preference for the convenience of digital transactions. As a result, the adoption of digital commerce software has become instrumental for companies seeking to harness the vast potential of the online marketplace. Mobile commerce, or M-commerce, constitutes another pivotal driver propelling the digital commerce software market forward. With the ubiquitous use of smartphones and mobile devices, consumers are increasingly turning to these platforms for their shopping needs. Consequently, businesses are prioritizing the optimization of their digital commerce solutions for mobile interfaces, recognizing the critical role that mobile experiences play in engaging customers and facilitating seamless transactions.

Omnichannel retailing has emerged as a strategic imperative for businesses looking to deliver a cohesive and integrated customer experience. Digital commerce software that seamlessly integrates various channels, including online, in-store, mobile, and social media, is in high demand. This omnichannel approach ensures that consumers can interact with a brand consistently across multiple touchpoints, fostering customer loyalty and satisfaction. At the heart of the digital commerce evolution is the emphasis on personalization and customer experience. Consumers now expect tailored interactions and personalized recommendations when engaging with online platforms. To meet these expectations, businesses are turning to advanced digital commerce software that leverages data analytics, artificial intelligence (AI), and machine learning (ML) to understand consumer behavior and deliver personalized experiences.

Cloud-based solutions have gained prominence as businesses seek flexible, scalable, and cost-effective digital commerce infrastructures. The agility offered by cloud platforms allows companies to adapt to changing market conditions, update their systems seamlessly, and scale their operations without the burden of significant upfront investments. This shift toward cloud-based digital commerce solutions reflects a broader trend in the business landscape toward embracing cloud technologies. The integration of advanced technologies such as AI, ML, and augmented reality (AR) has become a hallmark of innovative digital commerce solutions. These technologies enhance various facets of the customer journey, from personalized product recommendations to optimized pricing strategies. Augmented reality, in particular, is revolutionizing the online shopping experience by allowing customers to visualize

products in real-world environments before making a purchase. The globalization of markets is a compelling force driving the adoption of digital commerce software. As businesses aspire to expand their reach beyond regional boundaries, digital commerce solutions play a pivotal role in facilitating international transactions, supporting multiple languages and currencies, and ensuring compliance with diverse regulatory frameworks.

In the realm of B2B commerce, the digital transformation has manifested in the rise of B2B e-commerce. Companies are increasingly turning to digital commerce software to streamline complex B2B sales processes, enhance operational efficiency, and foster collaboration with partners and suppliers in a digital environment. Security and compliance considerations have also become paramount in the selection of digital commerce software. With the escalating frequency and sophistication of cyber threats, businesses are prioritizing solutions that embed robust security features to safeguard sensitive customer data. Compliance with data protection regulations has become a non-negotiable aspect, driving investments in software that ensures adherence to global and regional privacy standards.

Growing significance of data analytics and insights cannot be overstated. Digital commerce software that provides robust analytics and reporting capabilities empowers businesses to make informed, data-driven decisions. This analytical prowess is instrumental in optimizing strategies, understanding consumer trends, and staying ahead in a dynamic and competitive market landscape. In conclusion, the global digital commerce software market is propelled by a multifaceted interplay of factors ranging from the fundamental shift toward e-commerce and mobile transactions to the infusion of advanced technologies and the imperative of delivering personalized, omnichannel customer experiences. As businesses continue to navigate the evolving digital landscape, the adoption of sophisticated digital commerce solutions remains pivotal to staying competitive and meeting the evolving demands of the modern consumer.

### Key Market Challenges

The global digital commerce software market, while witnessing significant growth and transformation, is not without its share of challenges. These hurdles, ranging from technological complexities to regulatory considerations, shape the landscape in which businesses operate and deploy digital commerce solutions.

One of the foremost challenges facing the digital commerce software market is the dynamic nature of technology. Rapid advancements in digital technologies, including

artificial intelligence, machine learning, and augmented reality, demand continuous innovation and adaptation. Businesses must contend with the ever-evolving tech landscape to ensure that their digital commerce software remains cutting-edge and relevant. This necessitates ongoing investments in research and development to stay ahead of the competition and meet evolving consumer expectations. Interoperability issues pose a significant challenge in the digital commerce ecosystem. Many businesses operate diverse systems and platforms, and achieving seamless integration between these disparate elements is often complex. Incompatibility between digital commerce software and existing IT infrastructure can hinder the efficiency and effectiveness of implementation. As companies strive for a unified and integrated approach to digital commerce, overcoming interoperability challenges becomes crucial to realizing the full potential of these solutions.

Security concerns continue to be a persistent challenge for the digital commerce software market. With the increasing frequency and sophistication of cyber threats, businesses face the daunting task of safeguarding sensitive customer data and ensuring the integrity of transactions. Security breaches not only jeopardize customer trust but also have significant legal and financial implications. Addressing these concerns requires robust cybersecurity measures embedded within digital commerce software, coupled with ongoing monitoring and adaptation to emerging threat landscapes. Regulatory compliance is a complex and multifaceted challenge in the global digital commerce landscape. The proliferation of data protection regulations, such as GDPR (General Data Protection Regulation) in Europe and various regional privacy laws, imposes stringent requirements on how businesses handle and secure customer data. Navigating this intricate regulatory environment demands a thorough understanding of legal frameworks and the implementation of compliance measures, which can vary across jurisdictions. Failure to comply with these regulations can result in severe penalties and reputational damage.

User experience (UX) remains a critical challenge for digital commerce software providers. As businesses strive to deliver personalized and seamless customer experiences, they must contend with the diverse preferences and expectations of their user base. Designing intuitive interfaces, optimizing website and app performance, and ensuring a smooth purchasing journey across various devices are ongoing challenges. Balancing the need for feature-rich functionality with a user-friendly interface requires a nuanced approach to UX design. Another challenge is the escalating competition in the digital commerce software market. The increasing number of solution providers vying for market share intensifies the competitive landscape. Businesses must differentiate themselves through innovation, unique value propositions, and superior customer

experiences to stand out in a crowded market. This intensifying competition also exerts downward pressure on pricing, making it imperative for companies to demonstrate the value and efficiency of their digital commerce solutions.

The evolving nature of consumer behavior presents a challenge in terms of predicting and responding to shifting preferences. Consumer expectations continually evolve, driven by factors such as emerging technologies, social trends, and economic conditions. Adapting digital commerce strategies to align with these changing expectations requires agility and a deep understanding of market dynamics. In conclusion, while the global digital commerce software market is characterized by substantial growth and opportunities, it is not immune to challenges. Overcoming these hurdles necessitates a proactive approach from businesses and solution providers. Addressing technological complexities, ensuring interoperability, fortifying cybersecurity measures, navigating regulatory landscapes, enhancing user experiences, and differentiating in a competitive market are key imperatives for stakeholders looking to thrive in the dynamic digital commerce landscape. As the market continues to evolve, strategic responses to these challenges will be integral to sustained success.

## Key Market Trends

The global digital commerce software market is experiencing a dynamic and evolving landscape, marked by several key trends that are shaping the industry.

**Headless Commerce Architecture:** A prominent trend in the digital commerce software market is the adoption of headless commerce architecture. This decoupled approach separates the frontend presentation layer from the backend commerce functionality, offering increased flexibility and agility. Headless commerce allows businesses to deliver consistent and engaging customer experiences across various channels and devices while enabling rapid innovation and the incorporation of new technologies.

**Artificial Intelligence and Machine Learning Integration:** The integration of artificial intelligence (AI) and machine learning (ML) capabilities is a driving force in digital commerce software. Businesses are leveraging AI and ML algorithms to analyze vast amounts of data, personalize customer experiences, optimize pricing strategies, and provide intelligent recommendations. This trend enhances decision-making processes and contributes to a more tailored and efficient customer journey.

**Progressive Web Applications (PWAs):** Progressive Web Applications have gained traction as a preferred approach for delivering engaging and responsive online experiences. PWAs combine the best features of web and mobile applications, offering fast loading times, offline



capabilities, and an app-like user experience. Digital commerce software providers are increasingly adopting PWAs to enhance the performance and accessibility of their platforms, especially on mobile devices.

**Voice Commerce and Conversational Commerce:** With the increasing prevalence of voice-activated devices and virtual assistants, voice commerce has emerged as a significant trend. Consumers are adopting voice search and voice commands for shopping, prompting digital commerce software solutions to integrate voice-enabled functionalities. **Conversational commerce**, which includes chatbots and virtual assistants, is also on the rise, providing real-time customer support and enhancing the overall shopping experience. **Subscription Commerce Models:** Subscription-based commerce models continue to gain popularity, especially in sectors like media streaming, software services, and e-learning. Digital commerce software is adapting to accommodate the recurring billing and subscription management requirements of businesses embracing this model. This trend reflects a shift in consumer preferences towards convenient and predictable subscription-based services.

**Augmented Reality (AR) for Enhanced Customer Experiences:** Augmented reality is increasingly being incorporated into digital commerce software to provide immersive and interactive shopping experiences. AR allows consumers to visualize products in real-world settings before making a purchase decision. This trend is particularly prominent in industries such as furniture, fashion, and beauty, where the ability to try before buying enhances customer confidence and satisfaction. **Social Commerce Integration:** The integration of social commerce features within digital commerce platforms is gaining momentum. Businesses are leveraging social media channels not just for marketing but also as direct sales channels. Social commerce functionalities, such as 'Buy' buttons and shoppable posts, are being integrated into digital commerce software to facilitate seamless transactions within social media environments.

**Sustainability and Ethical Commerce:** Increasing consumer awareness of environmental and ethical considerations is influencing purchasing decisions. Digital commerce software is adapting to support businesses in highlighting their sustainability efforts, transparent supply chains, and ethical practices. This trend reflects a growing demand for eco-friendly and socially responsible products and services. **Blockchain for Enhanced Security and Transparency:** Blockchain technology is finding applications in digital commerce, particularly for enhancing security and transparency in transactions. Blockchain provides a decentralized and tamper-resistant ledger, reducing the risk of fraud and ensuring transparent and traceable supply chains. Digital commerce software solutions are exploring ways to integrate blockchain for secure and verifiable

transactions.

**Personalization at Scale:** Personalization continues to be a key trend, but the focus has shifted towards achieving personalization at scale. Digital commerce software is leveraging advanced analytics and AI-driven insights to personalize not only product recommendations but also the entire customer journey. This trend aims to provide unique and relevant experiences to a broader audience. In conclusion, the global digital commerce software market is characterized by a dynamic interplay of technological advancements and shifting consumer preferences. Businesses that stay attuned to these trends and incorporate relevant innovations into their digital commerce strategies are well-positioned to thrive in an increasingly competitive and customer-centric landscape. As the market continues to evolve, these trends are likely to shape the future trajectory of digital commerce software development and adoption.

## Segmental Insights

### Deployment Model Insights

The Cloud-Based segment will dominate the market in the forecast period. In the forecast period, the Cloud-Based segment is positioned to assert its dominance in the Digital Commerce Software market, emerging as the leading force driving innovation and growth. This dominance is underpinned by several key factors that highlight the inherent advantages of cloud-based solutions in meeting the evolving needs of businesses and consumers alike. Cloud-based platforms offer unparalleled flexibility and scalability, allowing businesses to rapidly deploy and scale their digital commerce operations in response to changing market dynamics and customer demands. Unlike traditional on-premises solutions, cloud-based software eliminates the need for costly infrastructure investments and ongoing maintenance, enabling businesses to allocate resources more efficiently and focus on core competencies. This agility and cost-effectiveness make cloud-based solutions particularly appealing to businesses of all sizes, from small startups to large enterprises, seeking to optimize their digital commerce capabilities.

The widespread adoption of cloud technology across industries and geographies further solidifies the dominance of the Cloud-Based segment in the Digital Commerce Software market. As businesses increasingly migrate their operations to the cloud to leverage its benefits, such as enhanced accessibility, data security, and collaboration, the demand for cloud-based commerce solutions continues to soar. Additionally, the rapid pace of technological innovation within the cloud computing space ensures that cloud-based

digital commerce platforms remain at the forefront of delivering cutting-edge features and functionalities to users. Moreover, the COVID-19 pandemic has accelerated the adoption of cloud-based digital commerce solutions, as businesses strive to adapt to remote work environments and meet the surge in online consumer demand. The agility and scalability of cloud-based platforms have enabled businesses to quickly pivot their operations and capitalize on emerging opportunities in the digital marketplace. As such, with its flexibility, scalability, and alignment with evolving market trends, the Cloud-Based segment is poised to dominate the Digital Commerce Software market in the forecast period, driving continued innovation and transformation in the digital commerce landscape.

## Regional Insights

Asia Pacific emerged as the dominating region in 2023, holding the largest market share. In the global Digital Commerce Software market, Asia Pacific emerges as the dominant region, boasting the largest market share and showcasing the fastest rate of growth within the global economy. This prominence is driven by a multitude of factors that underscore the region's dynamic business landscape and burgeoning digital transformation initiatives. Businesses across Asia Pacific are increasingly channeling their investments into digital avenues, recognizing the immense opportunities presented by the digital commerce sphere. The proliferation of smartphone users and the widespread availability of high-speed internet infrastructure further catalyze this trend, facilitating seamless connectivity and enabling businesses to tap into diverse digital channels to engage with customers effectively. Moreover, Asia Pacific's rapid digitalization of trade has spurred the emergence of new marketplaces, democratizing access to untapped opportunities for both buyers and sellers alike. This phenomenon not only expands consumer choices but also empowers sellers to leverage a myriad of digital platforms to reach previously inaccessible markets. As a result, the region is witnessing a surge in digital commerce activities, fueled by a confluence of factors that propel market growth and expansion throughout the forecast period. Numerous pivotal developments and events within the Asia Pacific market contribute to the acceleration of its growth trajectory, signaling a transformative shift in the digital commerce landscape. With its vibrant ecosystem of businesses, tech innovation hubs, and evolving consumer preferences, Asia Pacific remains a focal point for digital commerce advancements, driving sustained growth and innovation in the global market landscape.

## Key Market Players

### SAP SE



Oracle Corporation

Salesforce Commerce Cloud

Digital River Inc

Sappi Limited

Volusion Inc.

eBay Enterprise, Inc.

Tata Consultancy Services Ltd

Cleverbridge Inc.

Intershop Communications AG

Report Scope:

In this report, the Global Digital Commerce Software Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Digital Commerce Software Market, By Deployment Model:

oOn-Premise

oCloud-Based

oHybrid

Digital Commerce Software Market, By End User Industry:

oRetail

oBFSI

oTravel Tourism

oIT Communications

oEntertainment Media

Digital Commerce Software Market, By Region:

oNorth America

United States

Canada

Mexico

oEurope

France

United Kingdom

Italy

Germany

Spain

Netherlands

Belgium

oAsia-Pacific

China

India

Japan

Australia

South Korea

Thailand

Malaysia

oSouth America

Brazil

Argentina

Colombia

Chile

oMiddle East Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Digital Commerce Software Market.

### Available Customizations:

Global Digital Commerce Software Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional market players (up to five).

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- 15.8.Tata Consultancy Services Ltd
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  - 15.8.3.Recent Developments
  - 15.8.4.Key Personnel/Key Contact Person
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  - 15.10.4.Key Personnel/Key Contact Person
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