

# Global E-Commerce Market: Size & Forecast with Impact Analysis of COVID- 19 (2021-2025)

April 2021



# Global E-Commerce Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact of COVID-19

Dynamics

Competitive Landscape

Company Profiling

# Global E-Commerce Market: Coverage

## Scope of the Report

| Attributes                   | Details  |
|------------------------------|--|
| Title                        | Global E-Commerce Market: Size & Forecast with Impact Analysis of COVID-19 (2021-2025) |
| Coverage                     | Global and Regional  |
| Regional Coverage            | Asia Pacific, North America, Europe, Rest of the World                                 |
| Market Influencing Variables | Growth Drivers, Challenges, Market Trends  |
| Forecast Period of Market    | 2021-2025  |
| Competition in the Market    | Fragmented   |
| Key Players                  | Amazon.com, Inc., Alibaba Group Holdings Limited, eBay Inc., JD.com, Inc.              |

# Global E-Commerce Market

## Executive Summary

E-commerce is an online marketplace platform where buyers and sellers interact with each other to buy or sell goods and services. The online platforms are functional through the internet and accessible through a means such as a mobile phone, a laptop or a computer. The invention and early development stage of e-commerce dates back to 1960s and the emergence of major marketplaces emerged in mid 1990s'.

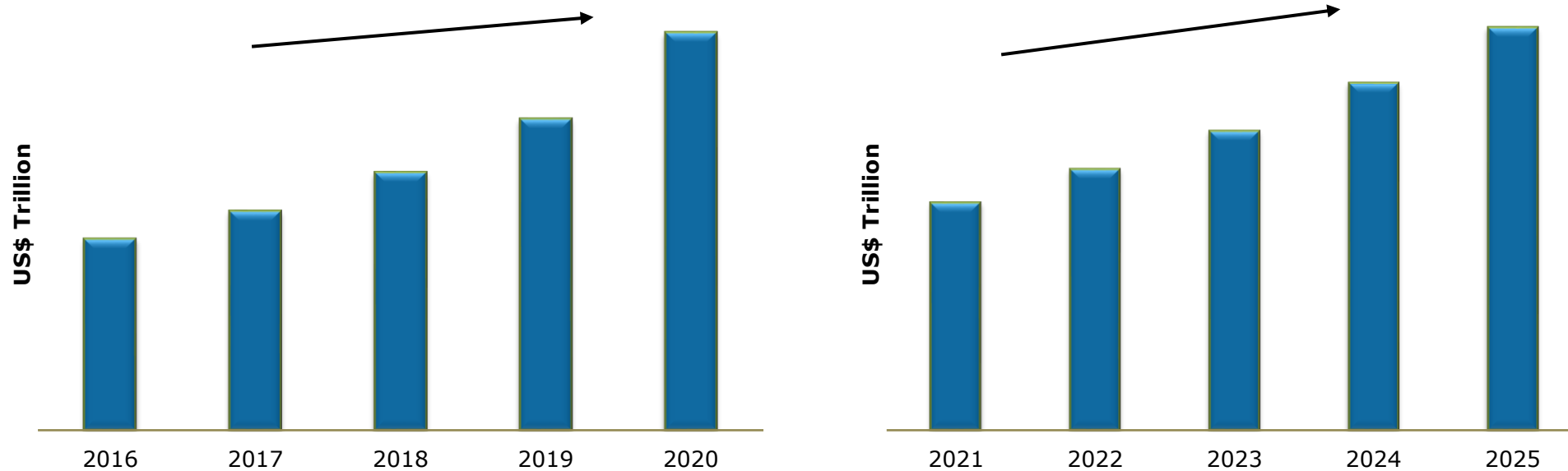
The major benefits provided by e-commerce include faster buying process, several payment modes, affordable advertising and marketing cost, reduction store and product listing creation, no reach limitations, flexibility for customers product and price comparison, faster response to buyer/market demands. As compare to the retail offline market, online market is better due to factors such as accessibility, price comparison, goods ownership, shipping cost, payment options, customer focus, shopping process, market competition and initial cost.

The e-commerce market can be segmented on the basis of product categories (Fashion, Toys, Hobby and DIY, Electronic and Media, Food and Personal Care, furniture and appliances, and Others); and transaction type (Business to Business or B2B and Business to Consumers or B2C).

The global e-commerce market has increased at a significant CAGR during the years 2016-2020 and projections are made that the market would rise in the next four years i.e. 2021-2025. The e-commerce market is expected to increase, due to increasing internet connectivity, surging gen z and millennial population, rising penetration of smartphones, increasing adoption of m-commerce, rapid urbanization, growing acceptance of digital transactions, expansion in regional localization of internet content, elevating shopping experience, etc. yet the market faces some challenges such as rising malware applications, ambiguity with cross border trade, asymmetry in information (virtual vs reality), etc.

# E-Commerce Market: Global Analysis

## Global E-Commerce Market by Value

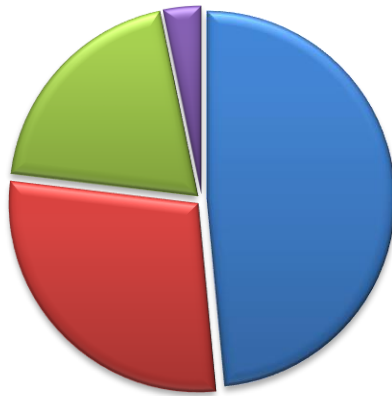


| CAGRs     |     |
|-----------|-----|
| 2016-2020 | xx% |
| 2021-2025 | xx% |

The global e-commerce market, valued at US\$... trillion in 2020, increased as compared to US\$... trillion in 2019 at a CAGR of ...% from 2016 to 2020. The e-commerce market is anticipated to reach up to US\$... trillion by 2025 from US\$... trillion in 2021, increasing at a CAGR of ...% over the years 2021-2025..

# E-Commerce Market: Global Analysis

## Global E-Commerce Market by Region; 2020



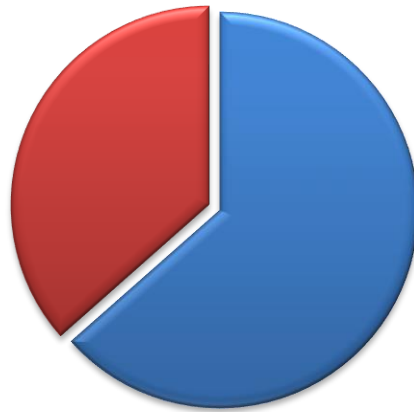
## Global E-Commerce Market by Product Categories; 2020



| Product Categories       | Share |
|--------------------------|-------|
| Fashion                  | xx%   |
| Toys, Hobby & DIY        | xx%   |
| Electronics and Media    | xx%   |
| Food and Personal Care   | xx%   |
| Furniture and Appliances | xx%   |
| Others                   | xx%   |

# E-Commerce Market: Global Analysis

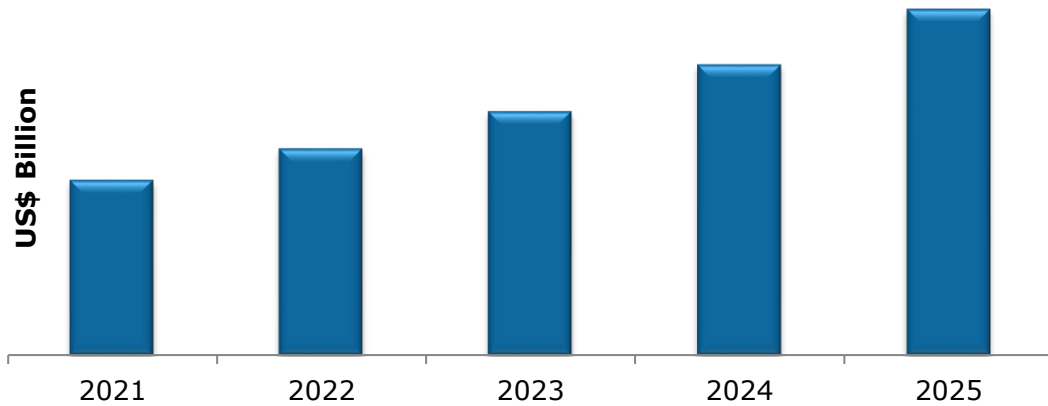
**Global E-Commerce Market by Transaction Type; 2020**



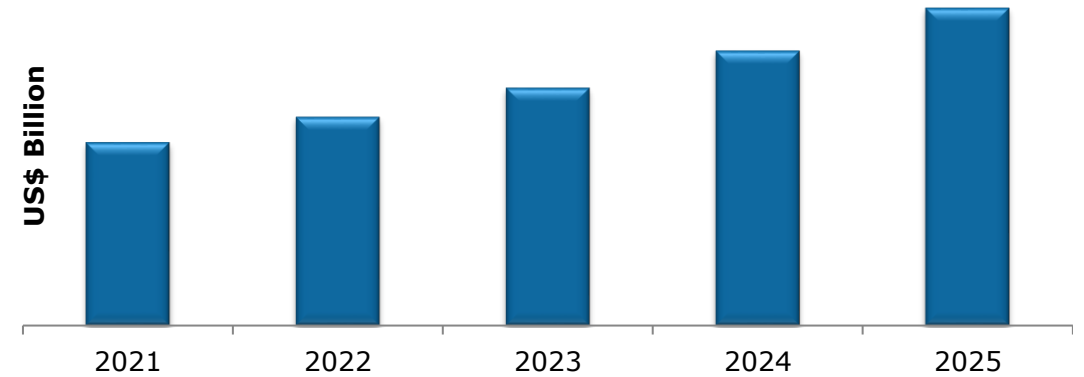
| Transaction Types           | Share |
|-----------------------------|-------|
| Business to Business (B2B)  | xx%   |
| Business to Consumers (B2C) | xx%   |

# E-Commerce Market: Product Categories Analysis

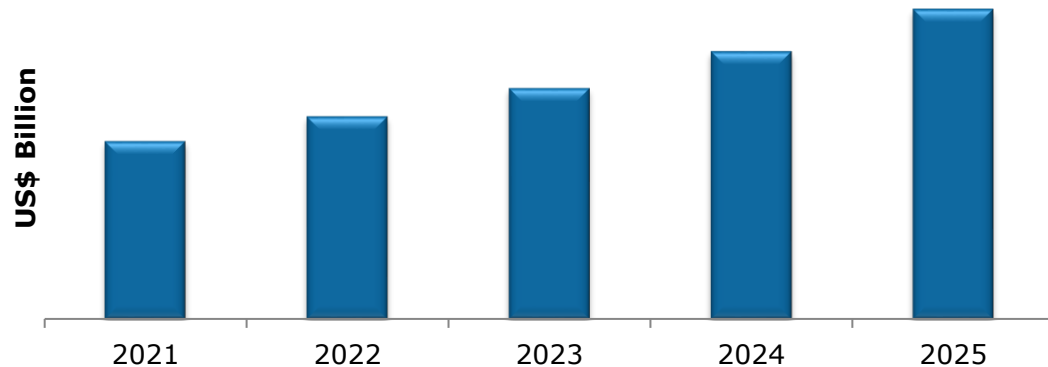
**Global Fashion E-Commerce Market by Value**



**Global Toys, Hobby and DIY E-Commerce Market by Value**



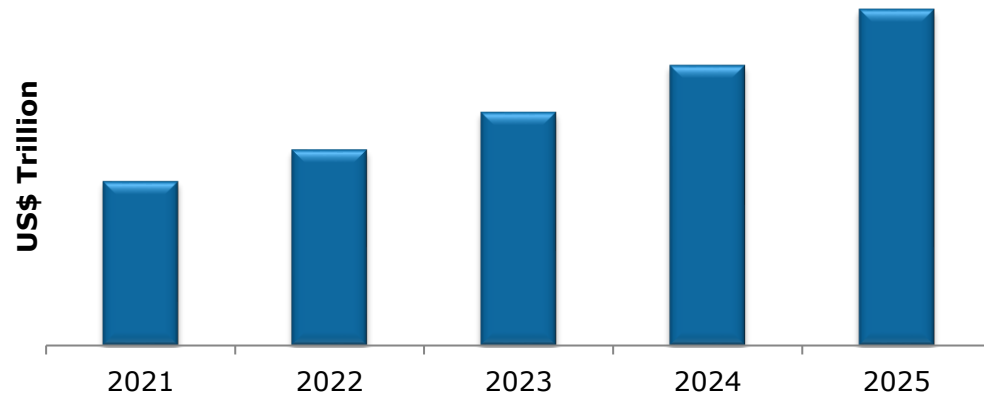
**Global Electronic and Media E-Commerce Market by Value**



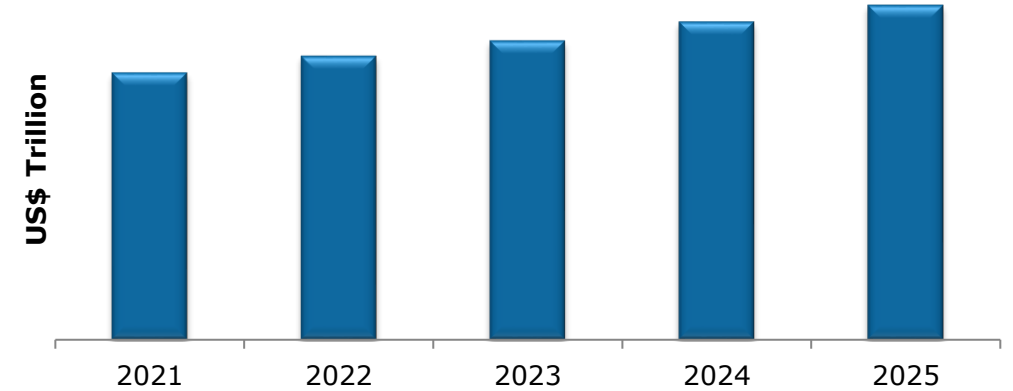
| Product Categories       | CAGR      |
|--------------------------|-----------|
|                          | 2021-2025 |
| Fashion                  | xx%       |
| Toys, Hobby & DIY        | xx%       |
| Electronics and Media    | xx%       |
| Food and Personal Care   | xx%       |
| Furniture and Appliances | xx%       |
| Others                   | xx%       |

# E-Commerce Market: Transaction Type Analysis

### Global Business to Business (B2B) E-Commerce Market by Value



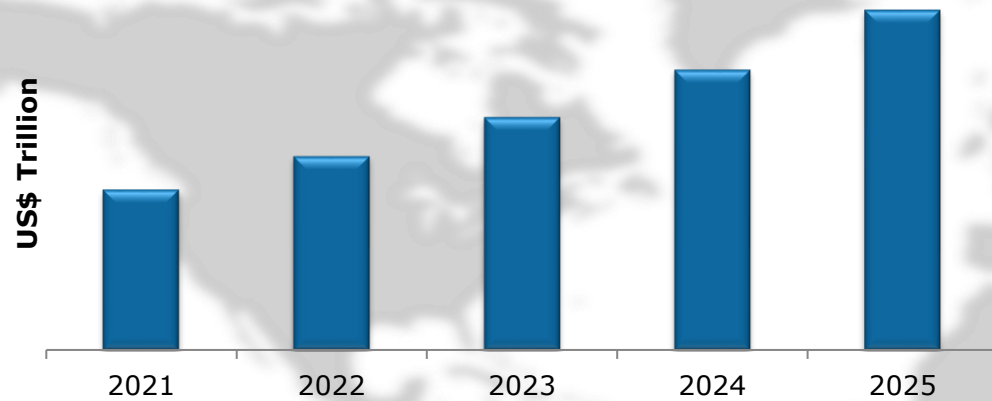
### Global Business to Consumer (B2C) E-Commerce Market by Value



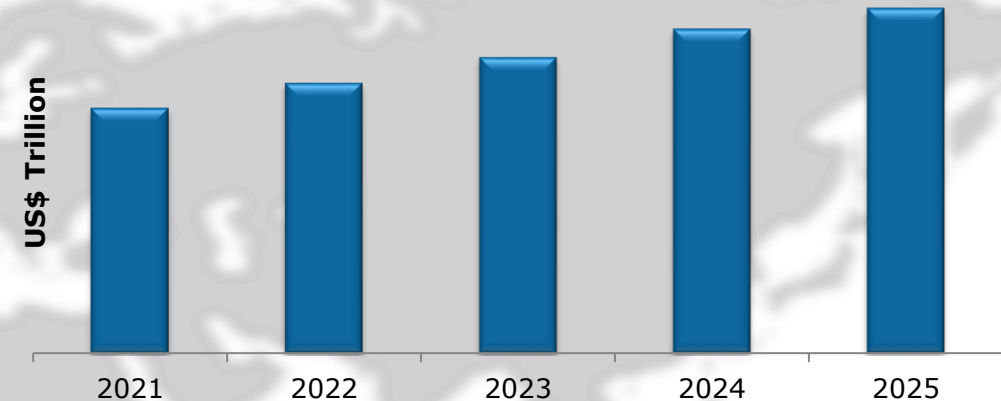
| Transaction Types          | CAGR      |
|----------------------------|-----------|
|                            | 2021-2025 |
| Business to Business (B2B) | xx%       |
| Business to Consumer (B2C) | xx%       |

# E-Commerce Market : Regional Analysis

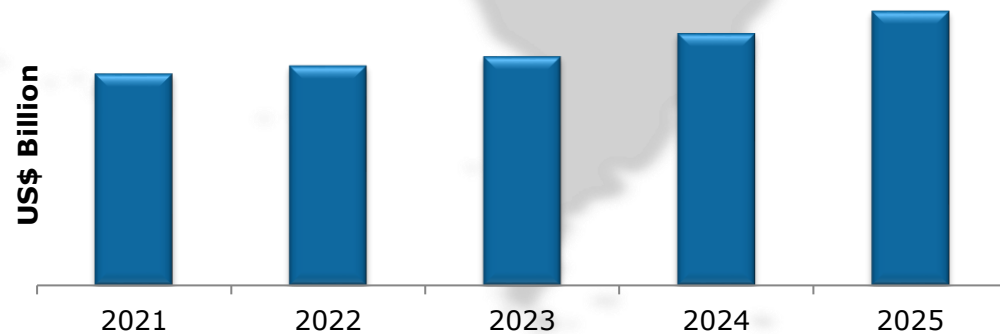
## Asia Pacific E-Commerce Market by Value



## North America E-Commerce Market by Value



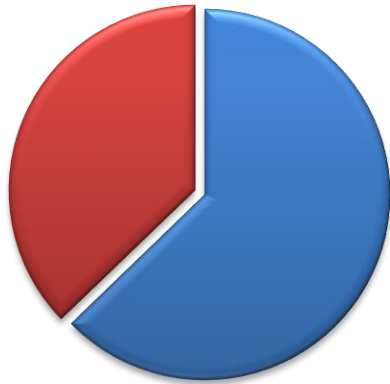
## Europe E-Commerce Market by Value



| Region            | CAGR      |
|-------------------|-----------|
|                   | 2021-2025 |
| Asia Pacific      | xx%       |
| North America     | xx%       |
| Europe            | xx%       |
| Rest of the World | xx%       |

# Asia Pacific E-Commerce Market: An Analysis

## Asia Pacific E-commerce Market by Transaction Type; 2020



| Transaction Type            | Share | CAGR (2021-2025) |
|-----------------------------|-------|------------------|
| Business to Business (B2B)  | xx%   | xx%              |
| Business to Consumers (B2C) | xx%   | xx%              |

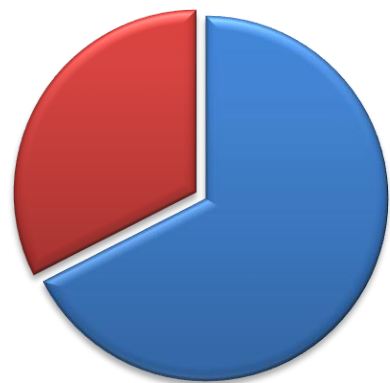
## Asia Pacific E-Commerce Market by Region; 2020



| Region                | Share | CAGR (2021-2025) |
|-----------------------|-------|------------------|
| China                 | xx%   | xx%              |
| Japan                 | xx%   | xx%              |
| South Korea           | xx%   | xx%              |
| Rest of North America | xx%   | xx%              |

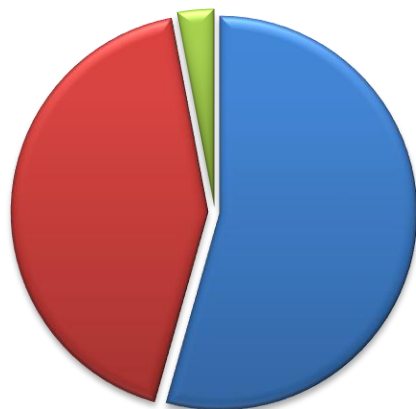
# North America E-Commerce Market: An Analysis

## North America E-commerce Market by Transaction Type; 2020



| Transaction Type            | Share | CAGR (2021-2025) |
|-----------------------------|-------|------------------|
| Business to Business (B2B)  | xx%   | xx%              |
| Business to Consumers (B2C) | xx%   | xx%              |

## North America E-Commerce Market by Region; 2020



| Region | Share | CAGR (2021-2025) |
|--------|-------|------------------|
| The US | xx%   | xx%              |
| Mexico | xx%   | xx%              |
| Canada | xx%   | xx%              |

# Europe E-Commerce Market: An Analysis

Europe E-Commerce Market by Region; 2020



| Region         | Share | CAGR (2021-2025) |
|----------------|-------|------------------|
| UK             | xx%   | xx%              |
| Germany        | xx%   | xx%              |
| France         | xx%   | xx%              |
| Spain          | xx%   | xx%              |
| Rest of Europe | xx%   | xx%              |

# E-Commerce Market: Dynamics



# E-Commerce Market: Competitive Landscape

## Players Profiled

- Amazon.com, Inc. 
- Alibaba Group Holding Limited 
- eBay Inc. 
- JD.com, Inc. 

Note: The graphs on this slide are only for sample representation.