

Global E-Commerce Market: Analysis By
Product Categories (Fashion, Toys,
Hobby and DIY, Electronic and Media,
Food and Personal Care, Furniture and
Appliances and Others), By Model Type
(Business to Business (B2B) and Business
to Consumers (B2C), By Region Size and
Trends with Impact of COVID-19 and
Forecast up to 2027

August 2022



Global E-Commerce Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact of COVID

Dynamics

Competitive Landscape

Company Profiling

Global E-Commerce Market: Coverage

Scope of the Report

Attributes	Details
Title	Global E-Commerce Market: Analysis By Product Categories (Fashion, Toys, Hobby and DIY, Electronic and Media, Food and Personal Care, Furniture and Appliances and Others), By Model Type (Business to Business (B2B) and Business to Consumers (B2C)), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2027
Coverage	Global and Regional
Regional Coverage	Asia Pacific (China, India, Japan, South Korea, and Rest of Asia Pacific), North America (The US, Mexico, and Canada), Europe (UK, Germany, France, Spain, and Rest of Europe), and Rest of the World (ROW).
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2022-2027
Competition in the Market	Fragmented
Key Players	Walmart Inc., The Home Depot, Inc., Zalando SE, Rakuten Group, Inc., Shopify Inc., Wayfair Inc., Amazon.com, Inc., Alibaba Group Holding Limited, eBay Inc., JD.com, Inc., Apple Inc., and Meituan

Global E-Commerce Market: Coverage

Executive Summary

E-commerce is a platform for buyers and sellers to engage in order to buy or sell goods and services online. The online platforms are accessible over the internet and can be accessed via a mobile phone, laptop, or computer. The advancement of both tech hardware and the internet over the last decade has had a direct association with e-commerce. E-commerce has developed to rival traditional shopping in many respects, much as the internet has become the preferred medium for marketing, advertising, and purchase of products, goods, and services. The global e-commerce market in 2021 stood at US\$14.30 trillion, and is likely to reach US\$52.06 trillion by 2027.

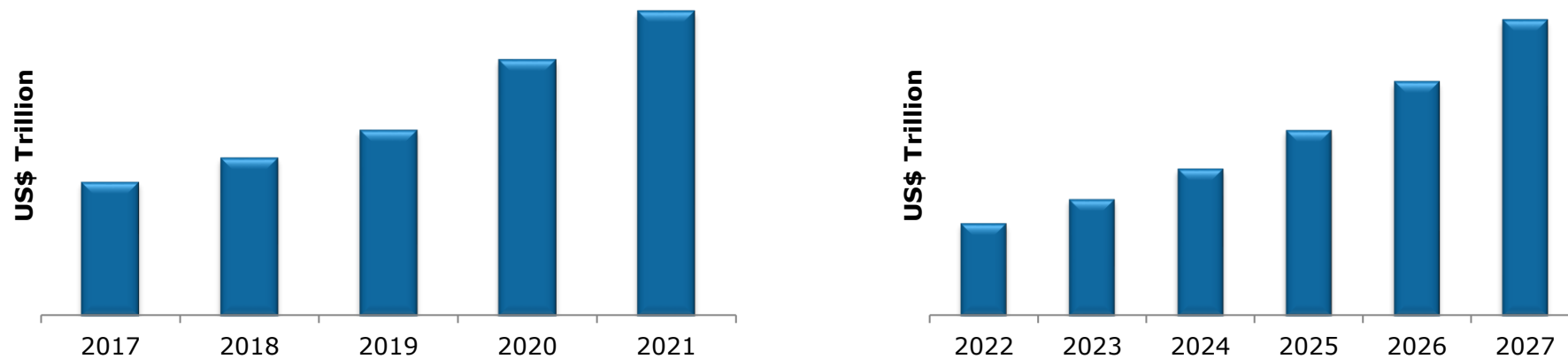
The e-commerce market can be segmented on the basis of product categories (fashion, toys, hobby and DIY, electronic & media, food & personal care, furniture & appliances and others), and model type (business to business (B2B) and business to consumers (B2C)). On the basis of product categories, fashion segment held more than 15% of the share in e-commerce market in 2021. On the basis of model type, Business to Business (B2B) segment is the fastest growing segment with a CAGR of around 27% during forecast period, owing to the growing importance of technologies, such as AI, AR, and VR, in influencing consumer purchase decisions.

The global e-commerce market was impacted in many ways by the COVID-19 pandemic. The COVID-19 brought in many changes in the world, digital transformation of economic activities were seen taking place rapidly, in addition to this the world witnessed limiting shopping (but purchase of only essential goods or services), growing startups entering online business, major jump in its purchases in hardware and sporting goods, and greater reliance on real-time and digital payments. The changes brought in by COVID-19, such as rapid shift to online, mobile first, omnichannel, etc., are looked to have long term impact in the post COVID era.

The global e-commerce market has increased in 2021 and projections are made that the market would rise in the next five years i.e. 2022-2027 tremendously. Young consumers, mainly millennials and Gen Z, are digital natives, both familiar and comfortable with using technology in their everyday lives. They shop online because of the factors such as low prices, flexible returns, and same delivery. Further, the market is expected to increase due to increasing internet connectivity, 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. in recent years, 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	
2017-2021	xx%
2022-2027	xx%

The global e-commerce market valued at US\$... trillion in 2021, increased as compared to US\$... trillion in 2020. Global E-Commerce market is anticipated to reach up to US\$... trillion by 2027, at a CAGR of%, from US\$... trillion in 2022.

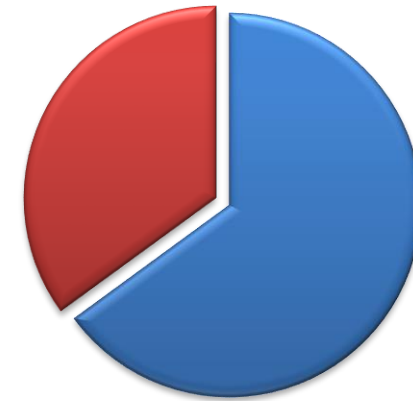
E-Commerce Market: Global Analysis

**Global E-Commerce Market by Product Categories;
2021**



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

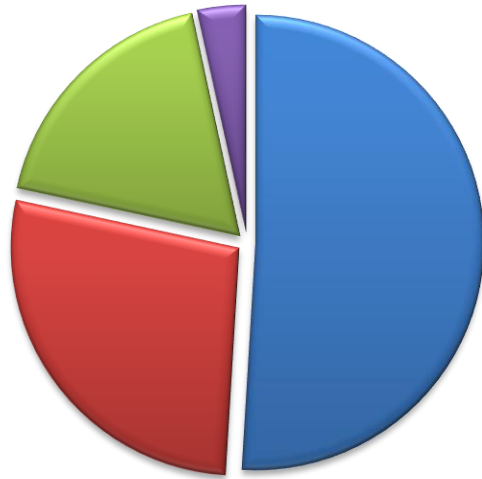
Global E-Commerce Market by Model Type; 2021



Model Type	Share
Business to Business (B2B)	xx%
Business to Consumers (B2C)	xx%

E-Commerce Market: Global Analysis

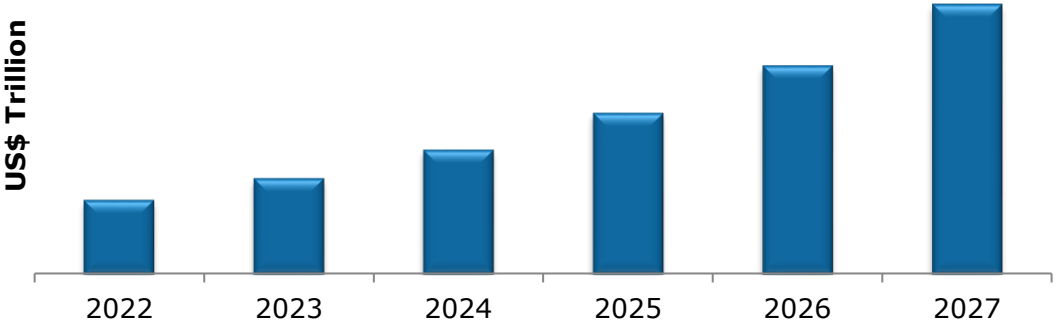
Global E-Commerce Market by Region; 2021



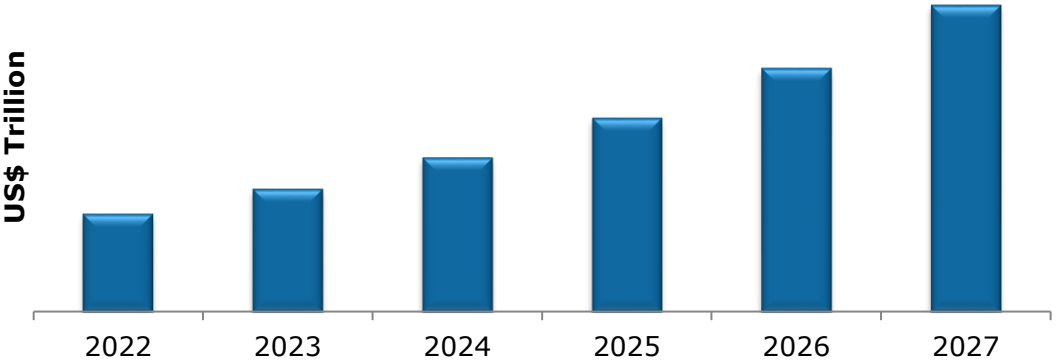
Region	Share
Asia Pacific	xx%
North America	xx%
Europe	xx%
Rest of the World	xx%

Global E-Commerce Market: Product Categories Analysis

Global Fashion E-Commerce Market by Value



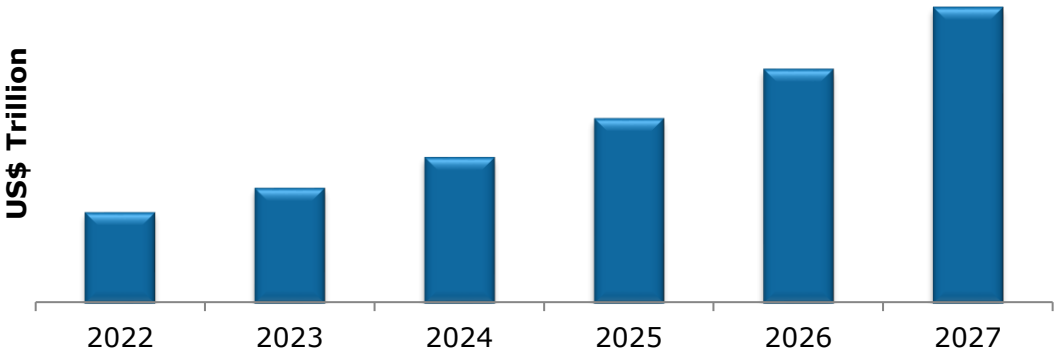
Global Toys, Hobby & DIY E-Commerce Market by Value



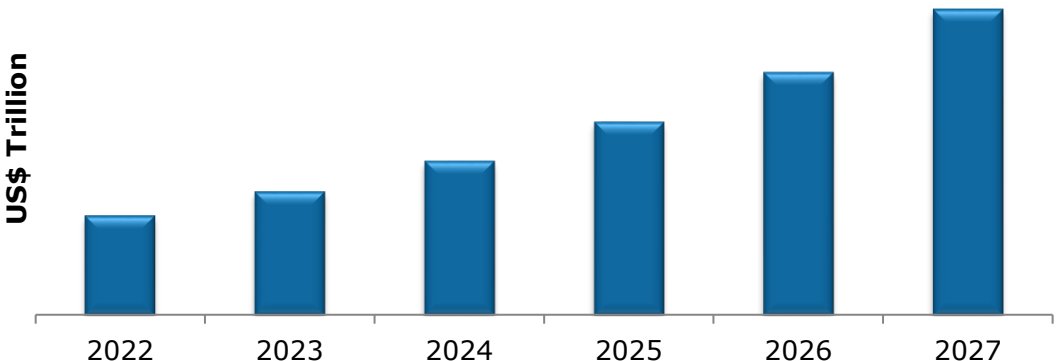
Product Categories	CAGR	
	(2017-2021)	(2022-2027)
Fashion	xx%	xx%
Toys, Hobby & DIY	xx%	xx%
Electronics & Media	xx%	xx%
Food & Personal Care	xx%	xx%
Furniture and Appliances	xx%	xx%
Others	xx%	xx%

Global E-Commerce Market: Model Type Analysis

Global B2B E-Commerce Market by Value



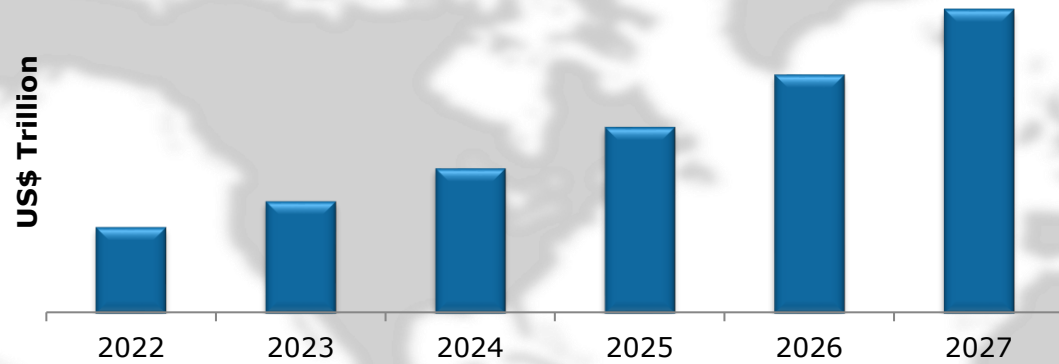
Global B2C E-Commerce Market by Value



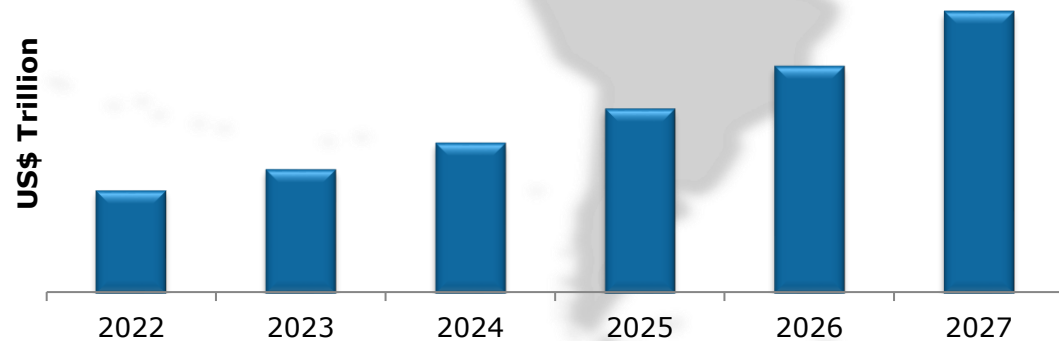
Model Type	CAGR	
	(2017-2021)	(2022-2027)
Business to Business (B2B)	xx%	xx%
Business to Consumers (B2C)	xx%	xx%

E-Commerce Market: Regional Analysis

Asia Pacific E-Commerce Market by Value



North America E-Commerce Market by Value



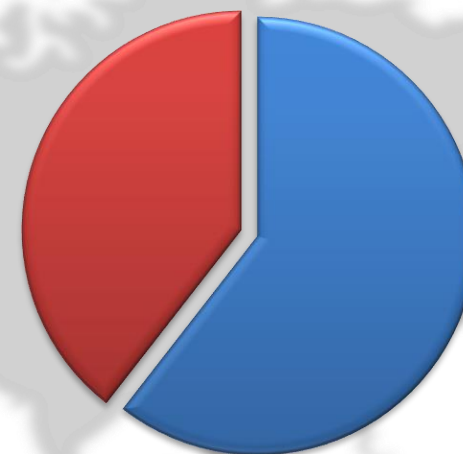
Region	CAGR	
	(2017-2021)	(2022-2027)
Asia Pacific	xx%	xx%
North America	xx%	xx%
Europe	xx%	xx%
Rest of the World	xx%	xx%

Asia Pacific E-Commerce Market: Analysis

Asia Pacific E-Commerce Market by Region; 2021



Asia Pacific E-Commerce Market by Model Type

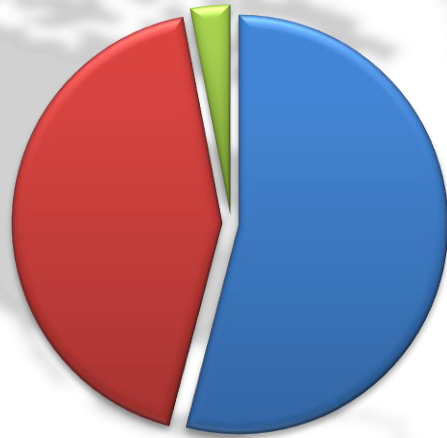


Region	Share	CAGR	
		(2017-2021)	(2022-2027)
China	xx%	xx%	xx%
Japan	xx%	xx%	xx%
India	xx%	xx%	xx%
South Korea	xx%	xx%	xx%
Rest of Asia Pacific	xx%	xx%	xx%

Model Type	Share	CAGR	
		(2017-2021)	(2022-2027)
Business to Business (B2B)	xx%	xx%	xx%
Business to Consumers (B2C)	xx%	xx%	xx%

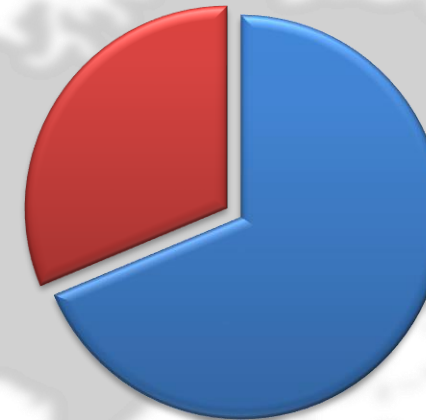
North America E-Commerce Market: Analysis

North America E-Commerce Market by Region; 2021



Region	Share	CAGR	
		(2017-2021)	(2022-2027)
The US	xx%	xx%	xx%
Mexico	xx%	xx%	xx%
Canada	xx%	xx%	xx%

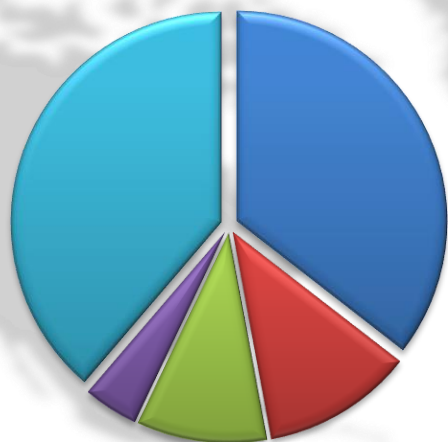
North America E-Commerce Market by Model Type



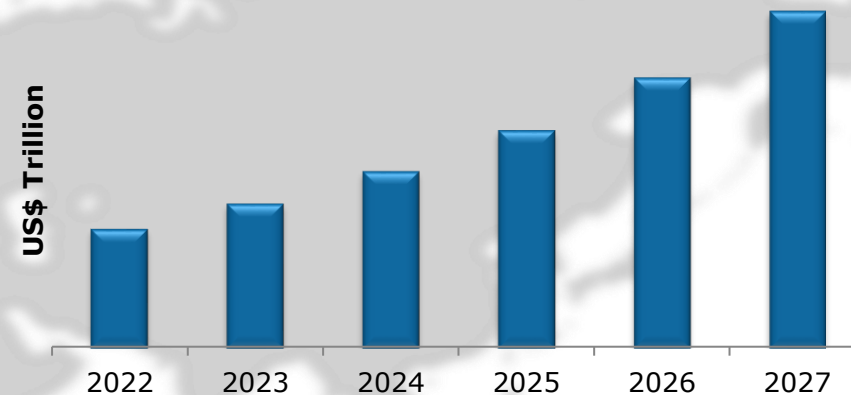
Model Type	Share	CAGR	
		(2017-2021)	(2022-2027)
Business to Business (B2B)	xx%	xx%	xx%
Business to Consumers (B2C)	xx%	xx%	xx%

Europe E-Commerce Market: Analysis

Europe E-Commerce Market by Region; 2021

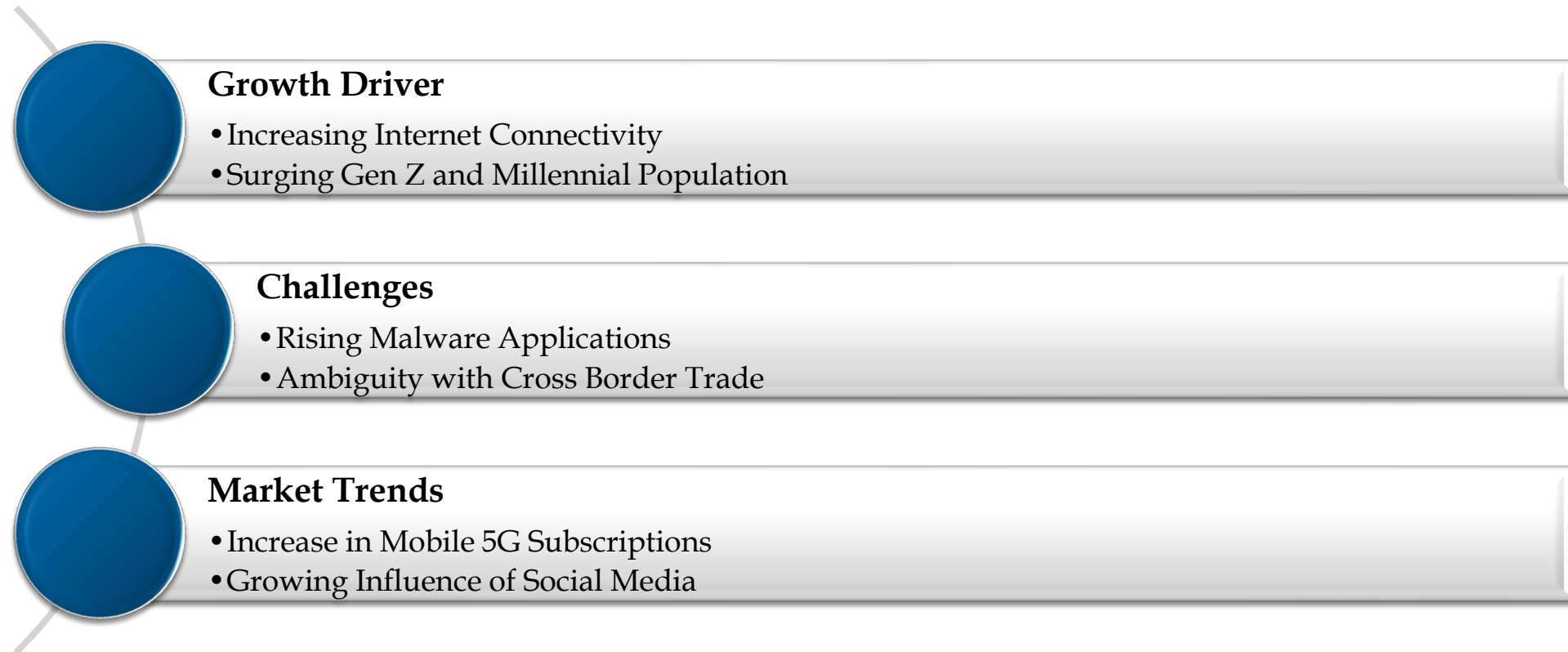


UK E-Commerce Market by Value



Region	Share	CAGR	
		(2017-2021)	(2022-2027)
UK	xx%	xx%	xx%
Germany	xx%	xx%	xx%
France	xx%	xx%	xx%
Spain	xx%	xx%	xx%
Rest of Europe	xx%	xx%	xx%

Global E-Commerce Market: Dynamics



Global E-Commerce Market: Competitive Landscape

Players Profiled

- Walmart Inc.,
- The Home Depot, Inc.,
- Zalando SE,
- Rakuten Group, Inc.,
- Shopify Inc.,
- Wayfair Inc.,
- Amazon.com, Inc.,
- Alibaba Group Holding Limited,
- eBay Inc.,
- JD.com, Inc.,
- Apple Inc.,
- Meituan

Top Players of E-Commerce Market by Market Share; 2021 (Percentage,%)

