

Global Video Commerce Market:
Analysis By Product Category
(Apparels, Personal & Beauty Care,
Accessories, Home Product, Health,
Food & Beverages, and Others), By
Region Size and Trends with Impact
of COVID-19 and Forecast up to 2029

August 2024



Global Video 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 Video Commerce Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Video Commerce Market: Analysis By Product Category (Apparels, Personal & Beauty Care, Accessories, Home Product, Health, Food & Beverages, and Others), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2029
Coverage	Global and Regional
Regional Coverage	Asia Pacific (China, Japan, South Korea, India, and Rest of the Asia Pacific), North America (the US, Canada, and Mexico), Europe (The UK, Germany, France, Italy, Spain, and Rest of the Europe), and the Rest of the World
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2024-2029
Competition in the Market	Concentrated
Key Players	Alibaba Group (Taobao), Shopify Inc., Amazon.com, Inc. (Amazon Live), Alphabet Inc. (Youtube), Wayfair Inc., Bambuser, Channelize.io, Firework, LiSA, BuyWith, ShopShops, and LiveScale

Global Video Commerce Market: Coverage

Executive Summary

Video Commerce”, or “Live Video Shopping” or “Live Streaming E-com”, is a form of e-commerce where a host showcases and demonstrates products in real-time through a live video stream, and viewers can interact with the host and make purchases directly from the stream. It can be used across various channels, including social media, e-commerce platforms, and mobile apps. The global video commerce market was valued at US\$695.01 billion in 2023. The market value is expected to reach US\$3.70 trillion by 2029, growing at a CAGR of 32.09% over the projected period of 2024-2029.

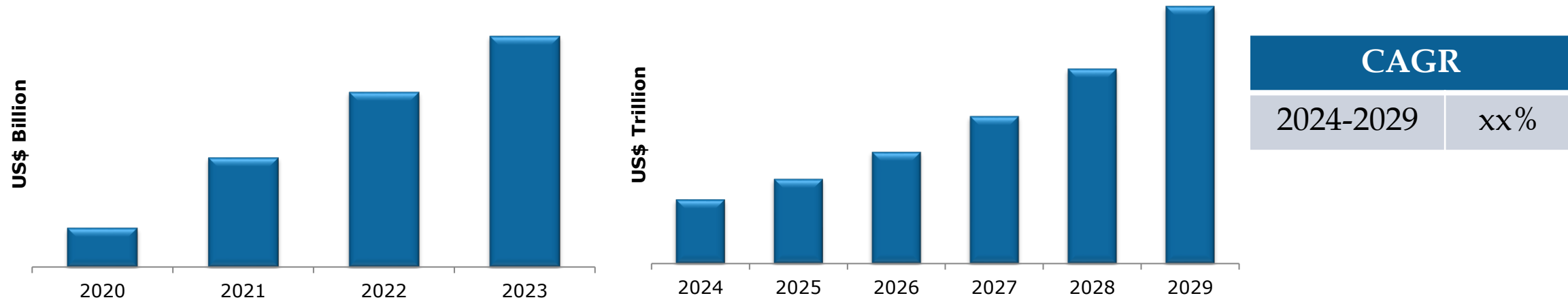
The global video commerce market can be bifurcated based on the product categories (Apparel, Personal & Beauty Care, Accessories, Home Products, Health, Food & Beverages, and Others). In 2023, apparel segment held the major share of the market. On the other hand, Asia Pacific dominated the market in 2023. Video Commerce has essentially become part of daily life in China, where more than two-third of consumers said that they bought products from a video commerce broadcast in 2023.

The COVID-19 pandemic had a significant impact on the video commerce market. As physical stores were forced to close, businesses had to quickly adapt to selling their products online, and video commerce became an increasingly popular way to showcase products in a visually engaging way. The pandemic also accelerated the adoption of live-streaming video commerce, where consumers can interact with sellers in real time and ask questions about products.

The global video commerce market observed progressive growth in the past few years and anticipations are made that during the forecasted period (2024-2029), the market would further augment at an escalating growth rate. The global video commerce market growth is predicted to be supported by numerous growth drivers such as increasing video commerce penetration in e-commerce, increased adoption of video commerce technology by the fashion industry, escalating social commerce market, increasing number of internet users, surging gen Z and millennial population, advantages of video commerce over other forms of commerce, and many other factors. Conversely, the market growth would be negatively impacted by various challenges such as lack of awareness, regulatory challenges, etc. Moreover, the market growth would succeed in various market trends like the growing integration of AR and VR in video commerce, an increase in mobile 5G subscriptions, the increasing role of AI, an escalating trend of interactive videos, personalization, an increasing trend of short-form videos, rapid growth of live video streaming, etc.

Video Commerce Market: Global Analysis

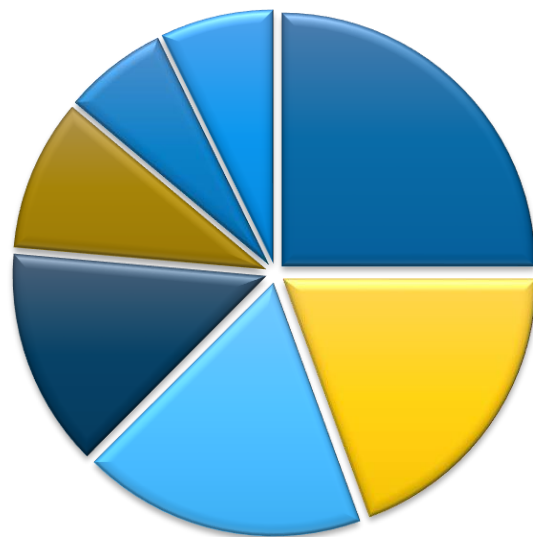
Global Video Commerce Market by Value



Global video commerce market was valued at US\$... billion in 2023 and is anticipated to reach up to US\$... trillion by 2029 from US\$... trillion in 2024, with a CAGR of xx%.

Video Commerce Market: Global Analysis

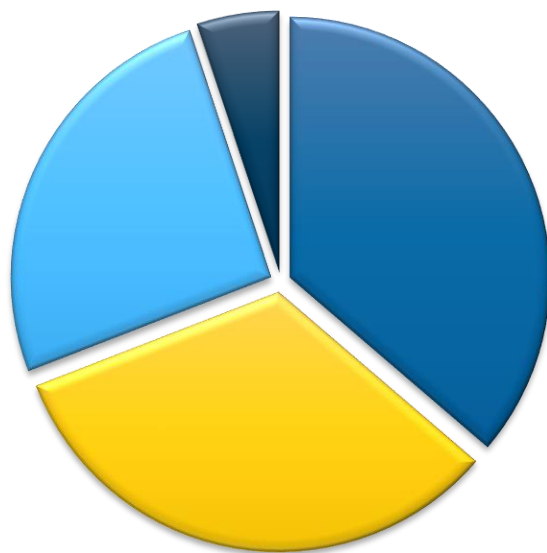
Global Video Commerce Market by Product Category; 2023



Product Category	Share
Apparel	xx%
Personal & Beauty Care	xx%
Accessories	xx%
Home Products	xx%
Health	xx%
Food & Beverages	xx%
Others	xx%

Video Commerce Market: Global Analysis

Global Video Commerce Market by Region; 2023



Asia Pacific, xx%

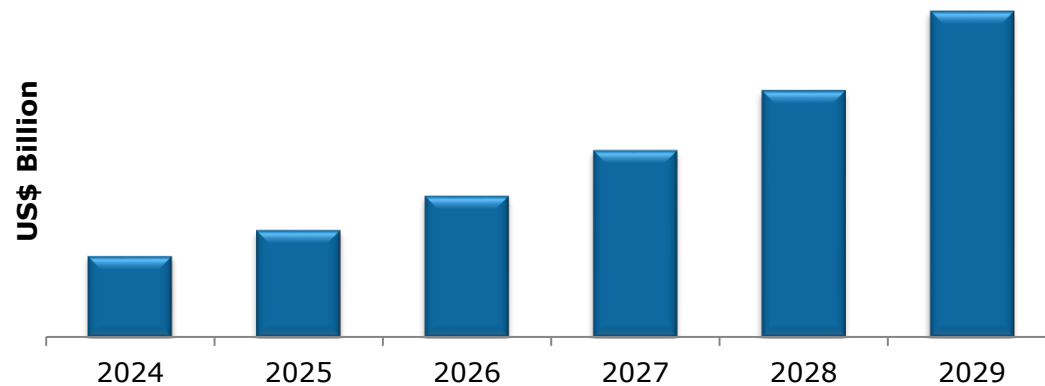
North America, xx%

Europe, xx%

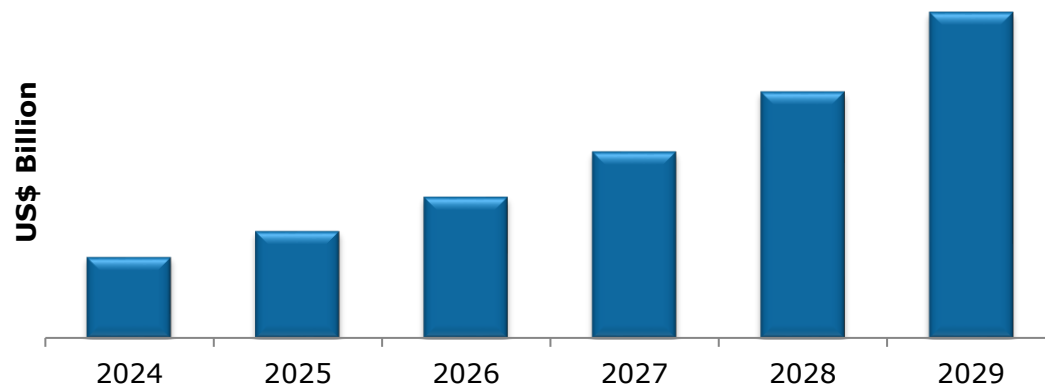
Rest of World, xx%

Video Commerce Market: Product Category Analysis

Global Apparel Video Commerce Market by Value



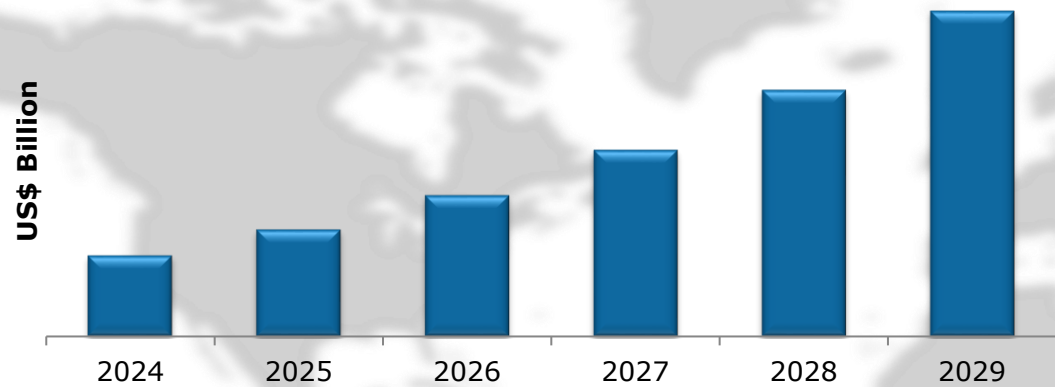
Global Personal & Beauty Care Video Commerce Market by Value



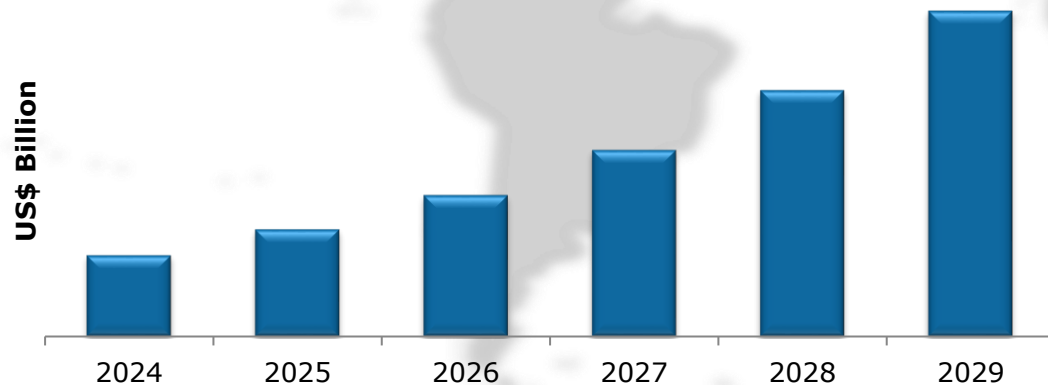
Product Category	CAGR (2024-2029)
Apparel	xx%
Personal & Beauty Care	xx%
Accessories	xx%
Home Products	xx%
Health	xx%
Food & Beverages	xx%
Others	xx%

Video Commerce Market: Regional Analysis

Asia Pacific Video Commerce Market by Value



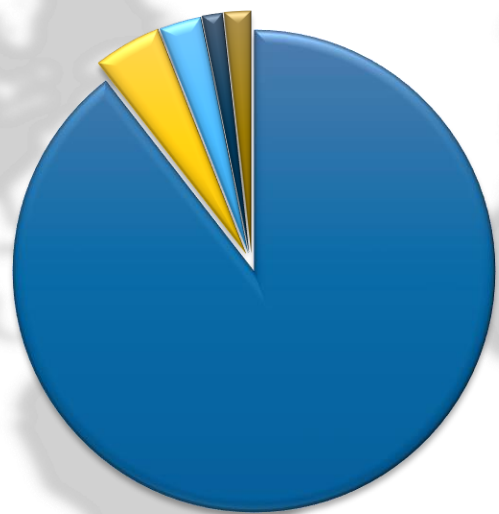
North America Video Commerce Market by Value



Region	CAGR (2024-2029)
Asia Pacific	xx%
North America	xx%
Europe	xx%
Rest of World	xx%

Asia Pacific Video Commerce Market: An Analysis

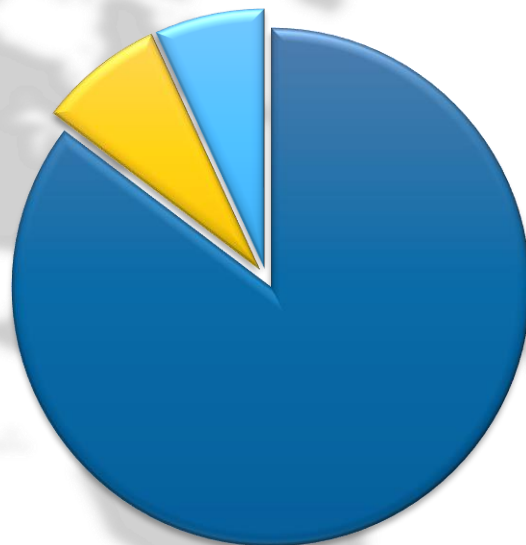
Asia Pacific Video Commerce Market by Region; 2023



Region	Share (2023)	CAGR (2024-2029)
China	xx%	xx%
Japan	xx%	xx%
South Korea	xx%	xx%
India	xx%	xx%
Rest of Asia Pacific	xx%	xx%

North America Video Commerce Market: An Analysis

North America Video Commerce Market by Region; 2023



Region	Share (2023)	CAGR (2024-2029)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

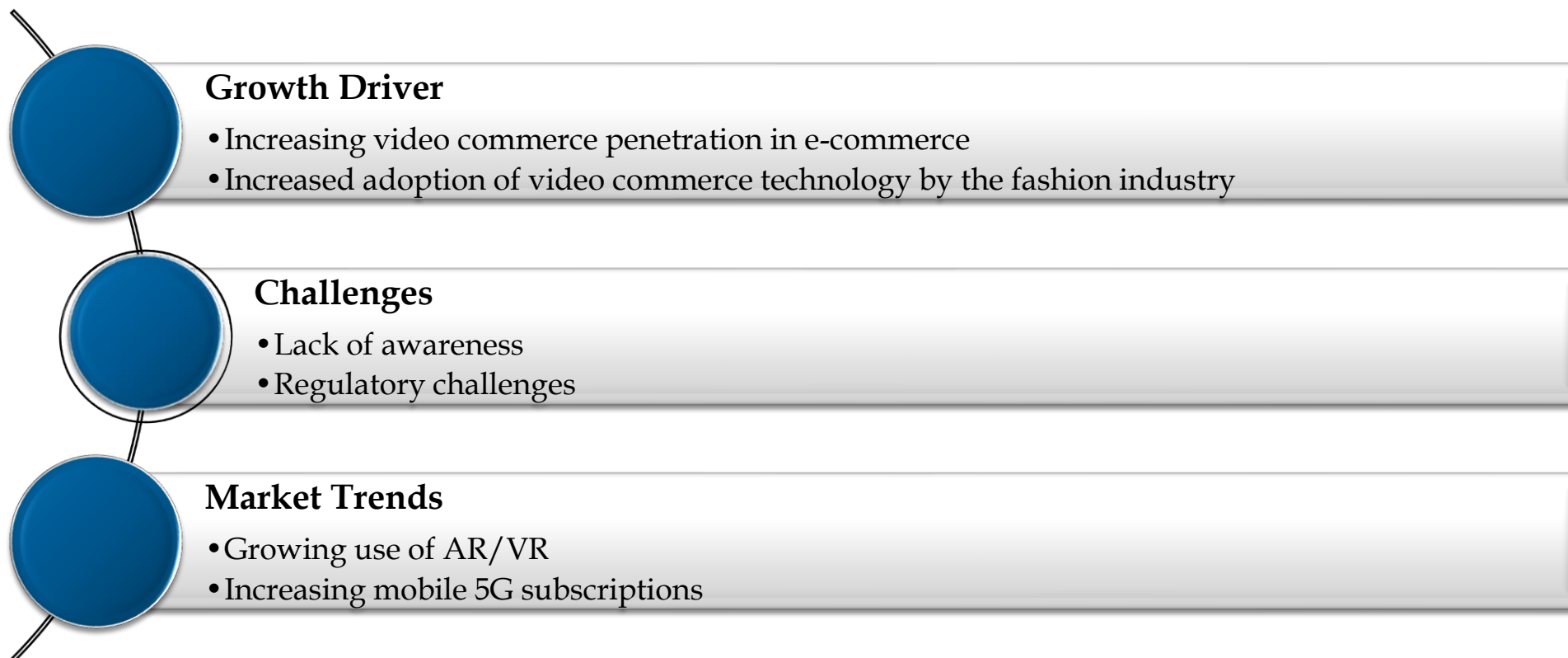
Europe Video Commerce Market: An Analysis

Europe Video Commerce Market by Region; 2023



Region	Share (2023)	CAGR (2024-2029)
The UK	xx%	xx%
Germany	xx%	xx%
France	xx%	xx%
Italy	xx%	xx%
Spain	xx%	xx%
Rest of Europe	xx%	xx%

Global Video Commerce Market: Dynamics



Global Video Commerce Market: Competitive Landscape

Players Profiled

- ❑ Alibaba Group (Taobao)
- ❑ Shopify Inc.
- ❑ Amazon.com, Inc. (Amazon Live)
- ❑ Alphabet Inc. (Youtube)
- ❑ Wayfair Inc.
- ❑ Bambuser
- ❑ Channelize.io
- ❑ Firework
- ❑ LiSA
- ❑ BuyWith
- ❑ ShopShops
- ❑ LiveScale