

E-Commerce Market Report by Type (Home Appliances, Apparel, Footwear and Accessories, Books, Cosmetics, Groceries, and Others), Transaction (Business-to-Consumer, Business-to-Business, Consumer-to-Consumer, and Others), and Region 2025-2033

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Report description:

The global e-commerce market size reached USD 26.8 Trillion in 2024. Looking forward, IMARC Group expects the market to reach USD 214.5 Trillion by 2033, exhibiting a growth rate (CAGR) of 25.83% during 2025-2033. Rising need for AI-powered features, notable expansion in cross-border trade opportunities, and innovations of secure digital payment systems are contributing to the market growth.

E-commerce, or electronic commerce, is the buying and offering sale of numerous products and services over the Internet, which is an integral part of modern business operations, transforming how products are marketed, purchased, and delivered. It includes numerous activities, including online retail stores, digital marketplaces, and business-to-business transactions. Customers can browse products, make purchases, and complete transactions from the comfort of their homes or on-the-go using smartphones and computers. Additionally, it offers numerous advantages, such as convenience, a vast product selection, and the ability to compare prices and read reviews before purchasing.

The market is primarily driven by the rising internet penetration. Additionally, the adoption of smartphones and the Internet made it suitable for consumers to shop online, thus influencing the market growth. Moreover, mobile applications and user-friendly websites made the shopping experience seamless and accessible, allowing customers to browse, compare prices, and easily make purchases, thus representing another major growth-inducing factor. Besides this, the recent onset of the coronavirus disease (COVID-19) pandemic accelerated the shift toward online shopping, accelerating the sales demand. Along with this, lockdowns and social distancing measures forced many consumers to turn to e-commerce for their shopping needs, propelling market

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growth. Furthermore, e-commerce enables businesses to tap into international markets without the requirement of physical storefronts, making it an attractive option for expanding their customer base, thus creating a positive market outlook.

E-Commerce Market Trends/Drivers:

The widespread adoption of numerous e-commerce and online retail platforms

The market is driven by the increasing internet penetration. In addition, the easy availability of internet connection led to the increasing use of e-commerce platforms and online retail platforms, thus augmenting the market growth. Moreover, the development of user-friendly websites and mobile applications made it easier for businesses to establish an online presence, thus representing another major growth-inducing factor. Additionally, the integration of secure payment gateways and advanced encryption technologies is enhancing consumer trust in online transactions. As a result, customers now have access to various products and services at their fingertips, from the comfort of their homes. Besides this, changing consumer preferences toward online shopping platforms due to convenience, the ability to browse, compare prices, read reviews, and make purchases without leaving home is accelerating the sales demand.

The significant expansion in cross-border trade opportunities

The market is driven by the rising cross-border trade opportunities in recent years. In addition, the easy availability of high-speed internet connections, and the widespread adoption of smartphones and digital payment solutions, made it easier for consumers globally to shop from international e-commerce platforms, thus augmenting the market growth. Moreover, the globalization of supply chains has made it more feasible for businesses to source products and components from different parts of the world which allow them to offer various products to consumers, often at competitive prices, representing another major growth-inducing factor. Besides this, the rise of third-party logistics providers is streamlining the shipping and delivery process, making it faster and more cost-effective to fulfill cross-border orders, thus propelling market growth. Furthermore, the COVID-19 pandemic accelerated the shift toward online shopping, leading to the escalating demand for e-commerce services, thus creating a positive market outlook.

The development of secure digital payment systems

The market is driven by the implementation of advanced encryption technologies, multi-factor authentication, and stringent security protocols. As a result, consumers now feel more confident in sharing their payment details online, which is improving e-commerce sales. Moreover, the convenience offered by secure digital payment systems is transforming the way transactions are conducted, thus representing another major growth-inducing factor. Besides this, digital payment solutions enable customers to make purchases from anywhere in the world with just a few clicks, offering convenience which is expanding the reach of e-commerce businesses. Furthermore, secure digital payment systems are paving the way for the growth of mobile commerce (m-commerce), and the widespread adoption of smartphones allows consumers the power to make payments using mobile apps, digital wallets, and contactless technology, thus propelling market growth.

E-Commerce Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global e-commerce market report, along with forecasts at the global, regional, and country levels for 2025-2033. Our report has categorized the market based on type and transaction.

Breakup by Type:

Home Appliances

Apparel, Footwear and Accessories

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Books
Cosmetics
Groceries
Others

Home appliances hold the largest share of the market

The report has provided a detailed breakup and analysis of the market based on the type. This includes home appliances, apparel, footwear and accessories, books, cosmetics, groceries, and others. According to the report, home appliances accounted for the largest market share.

The home appliances market is driven by the shift toward online shopping offering convenience. It allows shoppers to browse, compare, and purchase home appliances from the comfort of their homes, eliminating the need for physical visits to retail stores. In addition, the easy availability of mobile apps and user-friendly websites ensures that consumers can make informed choices effortlessly, thus augmenting the market growth.

Moreover, the growing reliance on technology in the daily lives of individuals significantly contributes to market growth. Along with this, modern households depend on a several appliances, from smart refrigerators to advanced washing machines and smart speakers, thus propelling the market growth. As a result, consumers are actively seeking out these products online, where they can find several options and competitive prices, helping them make informed choices.

Furthermore, the COVID-19 pandemic encouraged individuals to spend time at home, escalating the demand for home appliances to improve the quality of life indoors, thus creating a positive market outlook.

Breakup by Transaction:

Business-to-Consumer
Business-to-Business
Consumer-to-Consumer
Others

Business-to-business presently accounts for the largest market share

A detailed breakup and analysis of the market based on the transaction has also been provided in the report. This includes business-to-consumer, business-to-business, consumer-to-consumer, and others. According to the report, business-to-business accounted for the largest market share.

B2B e-commerce refers to commercial transactions between businesses, involving the exchange of goods, services, or information through digital platforms which is gaining popularity for several compelling reasons. B2B transactions are often characterized by bulk orders and standardized products, streamlining the buying process and reducing operational costs for businesses.

Moreover, B2B e-commerce offers an unparalleled level of convenience, and allows companies to access a global marketplace without geographical limitations, facilitating wider reach and the potential for increased sales, thus representing another major growth-inducing factor. It offers convenience, easy search, comparison, and procurement of products and services, all at the click of a button.

Furthermore, B2B e-commerce fosters transparency and data-driven decision-making, which enables companies to gather

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comprehensive data on their purchasing patterns and supplier performance, allowing them to make informed choices and optimize their supply chains which enhances business relationships and promotes long-term partnerships within the industry, thus propelling the market growth.

Breakup by Region:

North America
United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Asia pacific exhibits a clear dominance in the market

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

The Asia Pacific market is driven by the growing middle-class population. In addition, rapid urbanization, and rising disposable income is augmenting the market growth. As more individuals in the region migrate to urban areas and experience an increase in disposable income, the demand for online shopping is influencing market growth. It is capitalizing on this trend, offering various products and services tailored to the preferences of the local consumer base.

Along with this, several advancements in mobile technology, the widespread adoption of smartphones, and the easy availability of affordable mobile data plans have made it convenient for consumers to shop online, even in remote areas, thus propelling market growth. Furthermore, Companies like Alibaba, JD.com, and Amazon are investing heavily in the region, spurring innovation and creating a dynamic marketplace for consumers, thus creating a positive market outlook.

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Competitive Landscape:

Nowadays, key players are continuously implementing strategic initiatives to strengthen their positions and remain at the forefront of the industry. They are expanding their product portfolios beyond traditional e-commerce and entering into sectors such as cloud computing, streaming services, and healthcare, diversifying their revenue streams and reducing dependency on a single market segment. Moreover, companies are building efficient and robust logistics, and fulfillment networks including investments in warehouses, delivery infrastructure, and last-mile delivery solutions. For instance, Amazon's Prime program, with its fast and reliable delivery options, is a prime example of this strategy. Besides this, companies are investing in advanced technology, including artificial intelligence (AI), machine learning, and data analytics which are employed to enhance customer experiences, optimize supply chain management, and personalize product recommendations, that drive sales and customer loyalty.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Alibaba Group Holding Limited

Amazon.com Inc.

Apple Inc.

B2W Companhia Digital (Lojas Americanas S/A)

Ebay Inc.

Groupon Inc.

Rakuten Group, Inc.

Walmart Inc.

Zalando SE

Key Questions Answered in This Report

1. How big is the global e-commerce market in 2024?
2. What is the expected growth rate of the global e-commerce market during 2025-2033?
3. What are the key factors driving the global e-commerce market?
4. What has been the impact of COVID-19 on the global e-commerce market?
5. What is the breakup of the global e-commerce market based on the type?
6. What is the breakup of the global e-commerce market based on the transaction?
7. What are the key regions in the global e-commerce market?
8. Who are the key players/companies in the global e-commerce market?

Table of Contents:

- 1 Preface
- 2 Scope and Methodology
 - 2.1 Objectives of the Study
 - 2.2 Stakeholders
 - 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
 - 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach

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- 2.5 Forecasting Methodology
- 3 Executive Summary
- 4 Introduction
 - 4.1 Overview
 - 4.2 Key Industry Trends
- 5 Global E-Commerce Market
 - 5.1 Market Overview
 - 5.2 Market Performance
 - 5.3 Impact of COVID-19
 - 5.4 Market Forecast
- 6 Market Breakup by Type
 - 6.1 Home Appliances
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
 - 6.2 Apparel, Footwear and Accessories
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
 - 6.3 Books
 - 6.3.1 Market Trends
 - 6.3.2 Market Forecast
 - 6.4 Cosmetics
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
 - 6.5 Groceries
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast
 - 6.6 Others
 - 6.6.1 Market Trends
 - 6.6.2 Market Forecast
- 7 Market Breakup by Transaction
 - 7.1 Business-to-Consumer
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
 - 7.2 Business-to-Business
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
 - 7.3 Consumer-to-Consumer
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
 - 7.4 Others
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
- 8 Market Breakup by Region
 - 8.1 North America
 - 8.1.1 United States
 - 8.1.1.1 Market Trends
 - 8.1.1.2 Market Forecast

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- 8.1.2 Canada
 - 8.1.2.1 Market Trends
 - 8.1.2.2 Market Forecast
- 8.2 Asia Pacific
 - 8.2.1 China
 - 8.2.1.1 Market Trends
 - 8.2.1.2 Market Forecast
 - 8.2.2 Japan
 - 8.2.2.1 Market Trends
 - 8.2.2.2 Market Forecast
 - 8.2.3 India
 - 8.2.3.1 Market Trends
 - 8.2.3.2 Market Forecast
 - 8.2.4 South Korea
 - 8.2.4.1 Market Trends
 - 8.2.4.2 Market Forecast
 - 8.2.5 Australia
 - 8.2.5.1 Market Trends
 - 8.2.5.2 Market Forecast
 - 8.2.6 Indonesia
 - 8.2.6.1 Market Trends
 - 8.2.6.2 Market Forecast
 - 8.2.7 Others
 - 8.2.7.1 Market Trends
 - 8.2.7.2 Market Forecast
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.1.1 Market Trends
 - 8.3.1.2 Market Forecast
 - 8.3.2 France
 - 8.3.2.1 Market Trends
 - 8.3.2.2 Market Forecast
 - 8.3.3 United Kingdom
 - 8.3.3.1 Market Trends
 - 8.3.3.2 Market Forecast
 - 8.3.4 Italy
 - 8.3.4.1 Market Trends
 - 8.3.4.2 Market Forecast
 - 8.3.5 Spain
 - 8.3.5.1 Market Trends
 - 8.3.5.2 Market Forecast
 - 8.3.6 Russia
 - 8.3.6.1 Market Trends
 - 8.3.6.2 Market Forecast
 - 8.3.7 Others
 - 8.3.7.1 Market Trends
 - 8.3.7.2 Market Forecast

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- 8.4 Latin America
 - 8.4.1 Brazil
 - 8.4.1.1 Market Trends
 - 8.4.1.2 Market Forecast
 - 8.4.2 Mexico
 - 8.4.2.1 Market Trends
 - 8.4.2.2 Market Forecast
 - 8.4.3 Others
 - 8.4.3.1 Market Trends
 - 8.4.3.2 Market Forecast
- 8.5 Middle East and Africa
 - 8.5.1 Market Trends
 - 8.5.2 Market Breakup by Country
 - 8.5.3 Market Forecast
- 9 SWOT Analysis
 - 9.1 Overview
 - 9.2 Strengths
 - 9.3 Weaknesses
 - 9.4 Opportunities
 - 9.5 Threats
- 10 Value Chain Analysis
- 11 Porters Five Forces Analysis
 - 11.1 Overview
 - 11.2 Bargaining Power of Buyers
 - 11.3 Bargaining Power of Suppliers
 - 11.4 Degree of Competition
 - 11.5 Threat of New Entrants
 - 11.6 Threat of Substitutes
- 12 Price Analysis
- 13 Competitive Landscape
 - 13.1 Market Structure
 - 13.2 Key Players
 - 13.3 Profiles of Key Players
 - 13.3.1 Alibaba Group Holding Limited
 - 13.3.1.1 Company Overview
 - 13.3.1.2 Product Portfolio
 - 13.3.1.3 Financials
 - 13.3.1.4 SWOT Analysis
 - 13.3.2 Amazon.com Inc.
 - 13.3.2.1 Company Overview
 - 13.3.2.2 Product Portfolio
 - 13.3.2.3 Financials
 - 13.3.2.4 SWOT Analysis
 - 13.3.3 Apple Inc.
 - 13.3.3.1 Company Overview
 - 13.3.3.2 Product Portfolio
 - 13.3.3.3 Financials

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- 13.3.3.4 SWOT Analysis
- 13.3.4 B2W Companhia Digital (Lojas Americanas S/A)
 - 13.3.4.1 Company Overview
 - 13.3.4.2 Product Portfolio
 - 13.3.4.3 Financials
 - 13.3.4.4 SWOT Analysis
- 13.3.5 Ebay Inc.
 - 13.3.5.1 Company Overview
 - 13.3.5.2 Product Portfolio
 - 13.3.5.3 Financials
 - 13.3.5.4 SWOT Analysis
- 13.3.6 Groupon Inc.
 - 13.3.6.1 Company Overview
 - 13.3.6.2 Product Portfolio
 - 13.3.6.3 Financials
 - 13.3.6.4 SWOT Analysis
- 13.3.7 Rakuten
 - 13.3.7.1 Company Overview
 - 13.3.7.2 Product Portfolio
 - 13.3.7.3 Financials
 - 13.3.7.4 SWOT Analysis
- 13.3.8 Walmart Inc.
 - 13.3.8.1 Company Overview
 - 13.3.8.2 Product Portfolio
 - 13.3.8.3 Financials
 - 13.3.8.4 SWOT Analysis
- 13.3.9 Zalando SE
 - 13.3.9.1 Company Overview
 - 13.3.9.2 Product Portfolio
 - 13.3.9.3 Financials

E-Commerce Market Report by Type (Home Appliances, Apparel, Footwear and Accessories, Books, Cosmetics, Groceries, and Others), Transaction (Business-to-Consumer, Business-to-Business, Consumer-to-Consumer, and Others), and Region 2025-2033

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