

E-commerce Platform - Company Evaluation Report, 2025

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Report description:

The Ecommerce Platform Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Ecommerce Platform. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and emerging trends shaping the industry. MarketsandMarkets 360 Quadrants evaluated over 100 companies, of which the Top 15 Ecommerce Platform Companies were categorized and recognized as quadrant leaders.

The eCommerce platform market is a highly competitive space where various software and service providers deliver solutions that enable businesses to create and manage online stores for selling goods and services over the internet. These platforms offer a wide range of features, such as managing product catalogs, shopping cart functionalities, payment processing, order management, and inventory control. The market is fast-paced and highly competitive, with numerous players addressing the diverse needs of businesses of all sizes. Notable platforms in the market include Shopify, Wix, Adobe, Oracle, and Square.

An eCommerce platform encompasses a range of technologies that streamline the process of buying and selling online. It helps sellers present their products, offer discounts, and maintain customer engagement. For consumers, these technologies make it easier to search for desired products, create shopping lists, and complete transactions online. Essentially, it serves as a comprehensive tool that allows businesses to manage their digital assets, omnichannel marketing, online sales, and operations all from a single platform.

The 360 Quadrant maps the Ecommerce Platform companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Ecommerce Platform quadrant. The top criteria for product footprint evaluation included By OFFERING (Solutions, Services), By ECOMMERCE MODEL (Business-to-business, Business-to-customer (B2C)), and By END-USE INDUSTRY (Beauty & Personal Care, Consumer Electronics, Fashion & Apparel, Food & Beverage, Home Decor, Health & Wellness, Household Consumables, Other Industries).

Key players in the Ecommerce Platform market include major global corporations and specialized innovators such as Shopify, eBay, Etsy, Square, BigCommerce, Amazon, Adobe, Wix, Oracle, Squarespace, SAP, Salesforce, VTEX, Trade Me, and Nuvemshop. These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a competitive edge in this rapidly evolving market.

Top 3 Companies

Shopify

Shopify stands as a titan in the eCommerce domain, holding a robust position with an estimated market share of over 20%.

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Renowned for its intuitive platform, Shopify enables merchants to launch customizable online stores with ease, supported by a vast app marketplace for enhanced functionality. Its integration capabilities with POS systems, combined with support for omnichannel selling across various channels, make it a versatile choice for businesses seeking comprehensive eCommerce solutions. Shopify's shift towards headless commerce and AI-assisted features further enhances its service flexibility, catering to both B2C and B2B market needs. The company's strategic focus on innovation and usability underscores its continued market leadership, ensuring it remains a pivotal player in shaping the future of digital commerce.

Adobe

Holding approximately 8-9% of the market share, Adobe offers an advanced, cloud-native eCommerce platform formerly known as Magento. Adobe Commerce targets mid-market and enterprise clients with its rich features such as dynamic pricing, AI-powered product recommendations, and comprehensive analytics. Its modular architecture supports both headless and integrated solutions, providing flexibility to merchants. The platform's native B2B suite, featuring elements like custom catalogs and price negotiations, is an incalculable asset for businesses aiming for sophisticated customer engagement. The deep integration with Adobe Experience Cloud allows for creating highly personalized customer journeys across multiple channels, amplifying their omnichannel capabilities.

Wix

With a market share of about 7.5-8.0%, Wix caters to small to mid-sized businesses, notably those looking for creative freedom and rapid market entry. Its platform is seamlessly integrated with a drag-and-drop builder, hosting capabilities, and a comprehensive marketing suite. Wix's strength lies in its design flexibility and user-friendly interface that requires no coding knowledge, making it accessible for entrepreneurs and small business owners. Real-time inventory management and automated shipping align with user needs for efficient operations. While it excels in B2C and light B2B functions, its penetration in enterprise-level features is limited, yet its growing global presence and ease of use ensure it remains a vital player in the eCommerce landscape.

Table of Contents:

1	INTRODUCTION	11
1.1	MARKET DEFINITION	11
1.2	INCLUSIONS & EXCLUSIONS	11
1.3	STAKEHOLDERS	11
2	EXECUTIVE SUMMARY	12
3	MARKET OVERVIEW AND INDUSTRY TRENDS	16
3.1	MARKET OVERVIEW	16
3.2	MARKET DYNAMICS	16
3.2.1	DRIVERS	17
3.2.1.1	Increasing online consumer base with growing adoption of smartphones to fuel demand for eCommerce platforms	17
3.2.1.2	Omnichannel retailing to drive demand for eCommerce platforms	17
3.2.1.3	Increasing internet penetration worldwide to fuel adoption of eCommerce platforms	17
3.2.1.4	Rising need to enhance global presence to increase adoption of eCommerce platforms	17
3.2.2	RESTRAINTS	18
3.2.2.1	Cybersecurity issues and online scams to hinder market growth	18
3.2.3	OPPORTUNITIES	18
3.2.3.1	Development of super apps to offer more simple and convenient shopping options	18
3.2.3.2	Rising investments in eCommerce sector	18
3.2.3.3	Buy now pay later (BNPL) to support growth of eCommerce platform market	19
3.2.4	CHALLENGES	19
3.2.4.1	Handling logistics and managing inventory to pose	

substantial challenges for businesses	19
3.2.4.2 Customer acquisition and retention to be expensive in competitive era	19
3.3 ECOSYSTEM ANALYSIS	20
3.4 SUPPLY CHAIN ANALYSIS	22
3.4.1 PLATFORM PROVIDERS	22
3.4.2 SERVICE PROVIDERS	22
3.4.3 SYSTEM INTEGRATORS	22
3.4.4 LOGISTICS PROVIDERS	23
3.4.5 PAYMENT GATEWAY PROVIDERS	23
3.4.6 END USERS	23
3.5 PATENT ANALYSIS	23
3.5.1 METHODOLOGY	23
3.5.2 ECOMMERCE PLATFORM MARKET: KEY PATENTS, 2016-2025	25
3.6 TRENDS AND DISRUPTIONS IMPACTING CUSTOMER BUSINESS	27
3.7 PORTER'S FIVE FORCES ANALYSIS	27
3.7.1 THREAT OF NEW ENTRANTS	29
3.7.2 THREAT OF SUBSTITUTES	29
3.7.3 BARGAINING POWER OF BUYERS	29
3.7.4 BARGAINING POWER OF SUPPLIERS	29
3.7.5 INTENSITY OF COMPETITIVE RIVALRY	29
3.8 KEY CONFERENCES AND EVENTS, 2025-2026	29
3.9 TECHNOLOGY ANALYSIS	30
3.9.1 INTRODUCTION	30
3.9.2 KEY TECHNOLOGIES	31
3.9.2.1 Content management systems	31
3.9.2.2 Database management systems	31
3.9.2.3 Cloud computing	31
3.9.3 ADJACENT TECHNOLOGIES	31
3.9.3.1 Payment gateways	31
3.9.3.2 Customer relationship management	32
3.9.3.3 Content delivery networks	32
3.9.4 COMPLEMENTARY TECHNOLOGIES	32
3.9.4.1 Augmented reality	32
3.9.4.2 Headless commerce architecture	32
3.9.4.3 Warehouse automation	32
3.10 TECHNOLOGY ROADMAP FOR ECOMMERCE PLATFORM MARKET	32
3.10.1 ECOMMERCE PLATFORM ROADMAP TILL 2033	33
3.10.1.1 Short-term roadmap (2025-2027)	33
3.10.1.2 Mid-term roadmap (2028-2030)	33
3.10.1.3 Long-term roadmap (2031-2033)	33
3.11 IMPACT OF AI/GENERATIVE AI ON ECOMMERCE PLATFORM MARKET	33
3.11.1 USE CASES OF GENERATIVE AI IN ECOMMERCE PLATFORM	33
4 COMPETITIVE LANDSCAPE	35
4.1 OVERVIEW	35
4.2 STRATEGIES ADOPTED BY KEY PLAYERS	35
4.3 REVENUE ANALYSIS, 2020-2024	36

4.4 MARKET SHARE ANALYSIS OF TOP PLAYERS, 2024	36
4.5 COMPANY VALUATION AND FINANCIAL METRICS	39
4.6 BRAND/PRODUCT COMPARISON	40
4.7 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2025	41
4.7.1 STARS	41
4.7.2 EMERGING LEADERS	41
4.7.3 PERVERSIVE PLAYERS	41
4.7.4 PARTICIPANTS	41
4.7.5 COMPANY FOOTPRINT: KEY PLAYERS, 2025	43
4.7.5.1 Company footprint	43
4.7.5.2 Regional footprint	44
4.7.5.3 Offering footprint	45
4.7.5.4 eCommerce Model Footprint	46
4.8 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2025	47
4.8.1 PROGRESSIVE COMPANIES	47
4.8.2 RESPONSIVE COMPANIES	47
4.8.3 DYNAMIC COMPANIES	47
4.8.4 STARTING BLOCKS	47
4.8.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2025	49
4.8.5.1 Detailed list of key startups/SMEs	49
4.8.5.2 Competitive Benchmarking of key startups/SMEs	50
4.9 COMPETITIVE SCENARIO	50
4.9.1 PRODUCT LAUNCHES	50
4.9.2 DEALS	55
5 COMPANY PROFILES	62
5.1 MAJOR PLAYERS	62
5.1.1 SHOPIFY	62
5.1.1.1 Business overview	62
5.1.1.2 Products/Solutions/Services offered	63
5.1.1.3 Recent developments	64
5.1.1.3.1 Product launches and enhancements	64
5.1.1.3.2 Deals	65
5.1.1.4 MnM view	66
5.1.1.4.1 Key strengths	66
5.1.1.4.2 Strategic choices	66
5.1.1.4.3 Weaknesses and competitive threats	66
5.1.2 EBAY	67
5.1.2.1 Business overview	67
5.1.2.2 Products/Solutions/Services offered	68
5.1.2.3 Recent developments	68
5.1.2.3.1 Product launches	68
5.1.2.3.2 Deals	69
5.1.3 ETSY	70
5.1.3.1 Business overview	70
5.1.3.2 Products/Solutions/Services offered	71
5.1.3.3 Recent developments	71
5.1.3.3.1 Product launches	71

5.1.4.0	SQUARE	72
5.1.4.1	Business overview	72
5.1.4.2	Products/Solutions/Services offered	73
5.1.4.3	Recent developments	74
5.1.4.3.1	Product launches and enhancements	74
5.1.4.4	MnM view	74
5.1.4.4.1	Key strengths	74
5.1.4.4.2	Strategic choices	75
5.1.4.4.3	Weaknesses and competitive threats	75
5.1.5.0	BIGCOMMERCE	76
5.1.5.1	Business overview	76
5.1.5.2	Products/Solutions/Services offered	77
5.1.5.3	Recent developments	78
5.1.5.3.1	Product launches and enhancements	78
5.1.5.3.2	Deals	78
5.1.6.0	AMAZON	80
5.1.6.1	Business overview	80
5.1.6.2	Products/Solutions/Services offered	81
5.1.6.3	Recent developments	82
5.1.6.3.1	Deals	82
5.1.7.0	ADOBE	84
5.1.7.1	Business overview	84
5.1.7.2	Products/Solutions/Services offered	85
5.1.7.3	Recent developments	86
5.1.7.3.1	Product launches	86
5.1.7.3.2	Deals	87
5.1.7.4	MnM view	88
5.1.7.4.1	Key strengths	88
5.1.7.4.2	Strategic choices	88
5.1.7.4.3	Weaknesses and competitive threats	88
5.1.8.0	WIX	89
5.1.8.1	Business overview	89
5.1.8.2	Products/Solutions/Services offered	90
5.1.8.3	Recent developments	91
5.1.8.3.1	Product launches	91
5.1.8.3.2	Deals	92
5.1.8.4	MnM view	93
5.1.8.4.1	Key strengths	93
5.1.8.4.2	Strategic choices	93
5.1.8.4.3	Weaknesses and competitive threats	93
5.1.9.0	ORACLE	94
5.1.9.1	Business overview	94
5.1.9.2	Products/Solutions/Services offered	95
5.1.9.3	Recent developments	96
5.1.9.3.1	Deals	96
5.1.9.4	MnM view	97
5.1.9.4.1	Key strengths	97

5.1.9.4.2 Strategic choices	97
5.1.9.4.3 Weaknesses and competitive threats	97
5.1.10 SQUARESPACE	98
5.1.10.1 Business overview	98
5.1.10.2 Products/Solutions/Services offered	98
5.1.10.3 Recent developments	99
5.1.10.3.1 Product launches	99
5.1.10.3.2 Deals	99
5.1.11 SAP	100
5.1.12 SALESFORCE	101
5.1.13 VTEX	102
5.1.14 TRADE ME	103
5.2 SMES/STARTUPS	104
5.2.1 WOOCOMMERCE	104
5.2.1.1 Business overview	104
5.2.1.2 Products/Solutions/Services offered	105
5.2.1.3 Recent developments	106
5.2.1.3.1 Product launches	106
5.2.2 STOREHIPPO	107
5.2.3 LIGHTSPEED	108
5.2.4 OPENCART	108
5.2.5 VOLUSION	109
5.2.6 PRESTASHOP	109
5.2.7 SHIFT4SHOP	110
5.2.8 FASTSPRING	111
5.2.9 NUVEMSHOP	112
5.2.10 TRAY.IO	112
5.2.11 SHOPWARE	113
6 APPENDIX	114
6.1 RESEARCH METHODOLOGY	114
6.1.1 RESEARCH DATA	114
6.1.1.1 Secondary data	115
6.1.1.2 Primary data	115
6.1.2 RESEARCH ASSUMPTIONS	116
6.1.3 RESEARCH LIMITATIONS	117
6.2 COMPANY EVALUATION MATRIX: METHODOLOGY	117
6.3 AUTHOR DETAILS	120

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