

Online Retail Global Industry Guide 2020-2029

Industry Report | 2025-11-24 | 486 pages | MarketLine

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Report description:

Online Retail Global Industry Guide 2020-2029

Summary

Global Online Retail industry profile provides top-line qualitative and quantitative summary information including: sector size (value , and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the sector.

Key Highlights

- The online retail sector is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.
- Market value figure considers the total value of online retail sales. This includes the online retail revenue from online specialists and other online retailers. The online specialist category comprises revenue generated by platform-based retailers that primarily sell their products via the internet. Other online retailers group includes businesses that operate both online and offline channels, such as in-store, mail order, direct selling, and others.
- All market data and forecasts are based on nominal prices, and all currency conversions used in the creation of this report have been calculated using yearly average exchange rates. The USD values may show a declining trend for a few countries, such as Argentina, Turkey, Nigeria, Egypt, and Russia. This is primarily because of the impact of exchange rates considered.
- The global online retail sector recorded revenues of \$2,605 billion in 2024, representing a compound annual growth rate (CAGR) of 13.9% between 2019 and 2024.
- The food & grocery retail segment accounted for the sector's largest proportion in 2024, with total revenues of \$805.9 billion, equivalent to 30.9% of the sector's overall value.
- Asia-Pacific accounted for a 45.5% share of the global online retail sector in 2024, followed by North America, Europe, South America, the Middle East & Africa at 34.5%, and 16.6%, 2.4%, and 1.1% share of the European online retail sector, respectively.

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China accounted for a 69.2% share of the Asia-Pacific online retail sector in 2024.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global online retail sector
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global online retail sector
- Leading company profiles reveal details of key online retail sector players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the global online retail sector with five year forecasts

Reasons to Buy

- What was the size of the global online retail sector by value in 2024?
- What will be the size of the global online retail sector in 2029?
- What factors are affecting the strength of competition in the global online retail sector?
- How has the sector performed over the last five years?
- What are the main segments that make up the global online retail sector?

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