

Online Retail: Consumption, Demand, Sales, Competitor and Forecast 2016 – 2021

*Online Retail Global Market 2016
Analysis and Forecast to 2021*

PUNE, INDIA, November 18, 2016
/EINPresswire.com/ -- Summary
Global [Online Retail](#) industry profile
provides top-line qualitative and
quantitative summary information
including

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Key Findings

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

Synopsis

Essential resource for top-line data and analysis covering the global online retail market. Includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

Reasons to Buy

- What was the size of the global online retail market by value in 2015?
- What will be the size of the global online retail market in 2020?
- What factors are affecting the strength of competition in the global online retail market?
- How has the market performed over the last five years?
- What are the main segments that make up the global online retail market?

Key Highlights

Online retail includes all sales of the relevant category that take place over the Internet, irrespective of whether the vendor is a pure-play Internet company or the online offering of a bricks and mortar retailer.

All currency conversions are calculated using constant 2015 annual average exchange rates.

The global online retail sector had total revenues of \$773,992.6m in 2015, representing a compound

annual growth rate (CAGR) of 17.7% between 2011 and 2015.

The apparel, accessories, luggage & leather goods segment was the sector's most lucrative in 2015, with total revenues of \$223,309.6m, equivalent to 28.9% of the sector's overall value.

Expanding middle classes, greater mobile and internet penetration, growing competition of ecommerce players and improving logistics and infrastructure are driving sales in Asia-Pacific. In the more developed Western markets, the rise of mobile shopping is the main growth factor.

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