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# M-commerce 2017 Global Market Expected to Grow at CAGR 27.48% and Forecast to 2020

*The analysts forecast the global m-commerce market to grow at a CAGR of 27.48% during the period 2016-2020.*


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[Global M-commerce Market](#)

Description

Mobile commerce or m-commerce refers to buying and selling of goods and services using hand-held devices like smartphones and tablets. Rapid technological advances have brought significant growth to the mobile device and global m-commerce market, with more and more people inclined to use smart devices to carry out their m-commerce activities. Higher adoption of mobile devices has enabled various retail stores to go online and continuously engage in rigorous marketing strategies to attract customers.

Covered in this report
The report covers the present scenario and the growth prospects of the global m-commerce market for 2016-2020. To calculate the market size, the report considers the revenue generated from m-commerce done through tablets and smartphones.

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The market is divided into the following segments based on geography:
• Americas
• APAC
• EMEA

The Global M-Commerce Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors
• Alibaba
• Amazon
• Apple
• eBay
• Google
• PayPal

Other prominent vendors
• ASOS
• Barnes & Noble
• Best Buy
• Costco
• GameStop
• Groupon
• J. C. Penney
• Kohl's
• Liberty Interactive
• LL Bean
• Lowe’s
• Macy's Newegg
• MasterCard
• Sears Holdings
• Softcard
• Staples
• Target
• The Home Depot
• Visa
• Walmart

Market driver
• Increased installations of mobile apps

• For a full, detailed list, view our report

Market challenge
• High availability of substitutes
• For a full, detailed list, view our report

Market trend
• Transition from mobile web to mobile app
• For a full, detailed list, view our report

Key questions answered in this report
• What will the market size be in 2020 and what will the growth rate be?
• What are the key market trends?
• What is driving this market?
• What are the challenges to market growth?
• Who are the key vendors in this market space?
• What are the market opportunities and threats faced by the key vendors?
• What are the strengths and weaknesses of the key vendors?

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