

Social Commerce 2017 Global Market Expected to Grow at CAGR 33.91% and Forecast to 2021

The analysts forecast the global social commerce market to grow at a CAGR of 33.91% during the period 2017-2021

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[Global Social Commerce Market](#)

Description

Social commerce refers to the buying and selling activities through social media. Social media platforms enable purchase and include highly-curated e-commerce websites. Traditional in-store retailing is popular across the world. However, social commerce has gained considerable traction in the last few years. The global social commerce market is competitive and puts high barriers for new entrants.

Covered in this report

The report covers the present scenario and the growth prospects of the global social commerce market for 2017-2021. To calculate the market size, the report considers sales through desktops, mobiles, and other electronic devices.



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The market is divided into the following segments based on geography:

- Americas
- APAC
- EMEA

The Global Social Commerce Market 2017-2021, 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

- Facebook
- Pinterest
- Tencent
- Twitter
- Weibo

Other prominent vendors

- Alibaba
- Etsy
- Fab
- iQIYI
- LinkedIn
- PayPal
- Qwiqq
- Qzone
- Reddit
- Renren
- Tumblr
- Yahoo!

Market driver

- Increasing use of social media advertising
- For a full, detailed list, view our report

Market challenge

- Efforts required for customer engagement and retention
- For a full, detailed list, view our report

Market trend

- Technological advances in social media
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2021 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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- Global social commerce market by e-readers
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- Global social commerce market by others

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- Market drivers
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- Vendors switching from websites to mobile-only apps
- Technological advances in social media
- Increased adoption of RTB
- Emergence of cross-device marketing techniques
- Introduction of direct payment options

PART 12: Vendor landscape

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