

B2C eCommerce Market worth \$53.17 billion by 2030, growing at a CAGR of 9.77% - Exclusive Report by 360iResearch

The Global B2C eCommerce Market to grow from USD 25.21 billion in 2022 to USD 53.17 billion by 2030, at a CAGR of 9.77%.

PUNE , MAHARASHTRA, INDIA,
November 14, 2023 /
EINPresswire.com/ -- The "[B2C eCommerce Market](#) by Type (B2C Retailers, Classifieds), Application (Automotive, Beauty & Personal Care, Books & Stationery) - Global Forecast 2023-2030" report has been added to 360iResearch.com's offering.

The Global B2C eCommerce Market to grow from USD 25.21 billion in 2022 to USD 53.17 billion by 2030, at a CAGR of 9.77%.

Request a Free Sample Report @ https://www.360iresearch.com/library/intelligence/b2c-e-commerce?utm_source=einpresswire&utm_medium=referral&utm_campaign=sample

B2C eCommerce, or Business-to-Consumer Electronic Commerce, refers to the online transactional process between businesses and individual customers. It encompasses the sale of products and services through an internet-based platform, where companies market their offerings directly to end-users, who can purchase them from the comfort of their homes or on-the-go using electronic devices, including smartphones and tablets. The scope of the B2C eCommerce market extends from retail products such as clothing, electronics, and home appliances to services such as travel bookings, food delivery, and online entertainment. There are several factors influencing the growth of the B2C eCommerce market, including a surge in smartphone users and inclination toward eCommerce platforms and the introduction of digital analytical and workflow automation solutions. This upward market growth is supported by growing demand for convenient food and consumer electronics. On the other hand, the B2C



eCommerce market also faces several limitations and challenges, such as time and capital-intensive business setup processes and cybersecurity issues associated with eCommerce platforms, hindering the expansion of the B2C eCommerce market. However, the emergence of cross-border and quick delivery B2C eCommerce services and the growing number of startups and investments in the eCommerce sector create further opportunities for the market to grow in the coming years.

Type: Rising preference for B2C retailers among consumers for wide range of product offerings

In the B2C eCommerce landscape, retailers are crucial for connecting consumers with their desired products and services. These businesses primarily sell physical goods like clothing, electronics, and home appliances directly to the end-users. Consumers prefer B2C retailers for various reasons, such as convenience, a wide range of product offerings, competitive pricing, and easy returns policies. Additionally, these platforms often provide loyalty programs and promotional discounts to attract customers. Classifieds are online platforms that allow individuals and small businesses to post detailed advertisements for their products or services. These platforms primarily cater to local needs and often include categories such as property, automobiles, electronics, and job postings. Consumers prefer classifieds for their flexible pricing options and the ability to negotiate directly with sellers. Additionally, these platforms enable them to find unique items or services unavailable on B2C retail platforms. B2C Retailers often invest heavily in user experience through seamless web interfaces with advanced search functionalities that allow customers to find specific products easily. Conversely, Classifieds typically have simple listing formats where users need to browse through multiple listings manually.

Application: Expanding the application of B2C eCommerce platforms for clothing & footwear to enhance product range

In the B2C eCommerce sector, the automotive application segment involves online sales of vehicles, spare parts, and accessories. Consumers are increasingly preferring online platforms for their automotive needs due to factors such as convenience, price comparison, and easy access to reviews. The beauty & personal care segment covers a wide range of products such as skincare, makeup, haircare, and fragrances. With shifting consumer preferences towards sustainability and organic products, companies are adapting B2C eCommerce platforms. Online sales of books & stationery items have gained popularity due to ease of access to a wide variety of product choices from different regions worldwide. The clothing & footwear sector is one of the most prominent segments in B2C eCommerce, dominated by well-known brands that offer an extensive range of fashion products catering to various customer preferences. Need-based preference factors include style trends and seasonal variations influencing purchasing behavior. The consumer electronics segment adapts the eCommerce B2C platform to expand access to products such as smartphones, tablets, laptops, audio devices, and home appliances. Online shopping for home décor items such as furniture, lighting solutions, and decorative accessories has surged in recent years due to the convenience of comparing products from different providers and easy returns policies. The IT application segment involves online B2C transactions for software solutions such as antivirus programs, cloud-based services subscriptions, and

professional software tools. B2C eCommerce media & entertainment applications include streaming platforms for movies/TV shows, music subscription services, and gaming platforms. Need-based preferences depend on the content type offered by each provider, along with regional restrictions and pricing plans. The sports & leisure segment in B2C eCommerce includes sales of sporting goods, fitness equipment, and leisure products. The travel & tourism application in B2C eCommerce focuses on providing online booking services for flights, hotels, car rentals, and activities.

Regional Insights:

Americas represents a highly developing landscape for the B2C eCommerce market due to its highly developed infrastructure and widespread internet penetration. Consumers in the region have shown a preference for online shopping, with security features such as encryption technology being prioritized. The rising introduction of novel platforms by market vendors is expected to create opportunities for market growth in the Americas. European Union countries display strong cross-border eCommerce activity, with consumers frequently purchasing from neighboring nations. The EU has implemented several digital initiatives, including the Digital Single Market strategy to streamline online trade regulations, thereby creating a platform for the B2C eCommerce market in Europe. The growing penetration of the internet with increasing mobile penetration rates, rising middle-class populations, and increasing disposable incomes is expanding the market growth in the Middle East and Africa. The market players in the region are focusing on innovative marketing strategies and straightening supply chains among strict regulatory guidelines to reach unexplored countries with an easy-to-use portal. The APAC region has witnessed unprecedented growth in B2C eCommerce, driven by rising middle-class populations and an increasing trend of digital transformation. In India, government initiatives such as "Digital India" are spurring the growth of online retail, subsequently bolstering market growth in Asia-Pacific.

FPNV Positioning Matrix:

The FPNV Positioning Matrix is essential for assessing the B2C eCommerce Market. It provides a comprehensive evaluation of vendors by examining key metrics within Business Strategy and Product Satisfaction, allowing users to make informed decisions based on their specific needs. This advanced analysis then organizes these vendors into four distinct quadrants, which represent varying levels of success: Forefront (F), Pathfinder (P), Niche (N), or Vital(V).

Market Share Analysis:

The Market Share Analysis offers an insightful look at the current state of vendors in the B2C eCommerce Market. By comparing vendor contributions to overall revenue, customer base, and other key metrics, we can give companies a greater understanding of their performance and what they are up against when competing for market share. The analysis also sheds light on just how competitive any given sector is about accumulation, fragmentation dominance, and amalgamation traits over the base year period studied.

Key Company Profiles:

The report delves into recent significant developments in the B2C eCommerce Market, highlighting leading vendors and their innovative profiles. These include AddShoppers, Inc., Alibaba Group Holding Limited, Amazon.com, Inc., ASOS, CarGurus, Inc., ContextLogic Inc., Craigslist, Inc., eBay Inc., Etsy, Inc., Feedonomics, Flipkart Internet Private Limited, FloorFound, JD.com, Inc., MakeMytrip Pvt.Ltd., McMaster-Carr, Myntra Designs Pvt. Ltd., Nykaa E-Retail Pvt Ltd, OLX Global B.V., Pivot Cycles, Reebelo, SharkNinja Operating LLC, Shopify, StackCommerce, Thrive Market, and Walmart Inc..

Inquire Before Buying @ https://www.360iresearch.com/library/intelligence/b2c-ecommerce?utm_source=einpresswire&utm_medium=referral&utm_campaign=inquire

Market Segmentation & Coverage:

This research report categorizes the B2C eCommerce Market in order to forecast the revenues and analyze trends in each of following sub-markets:

Based on Type, market is studied across B2C Retailers and Classifieds. The Classifieds is projected to witness significant market share during forecast period.

Based on Application, market is studied across Automotive, Beauty & Personal Care, Books & Stationery, Clothing & Footwear, Consumer Electronics, Home Décor & Electronics, Information Technology, Media & Entertainment, Sports & Leisure, and Travel & Tourism. The Sports & Leisure is projected to witness significant market share during forecast period.

Based on Region, market is studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. The Europe, Middle East & Africa is further studied across Denmark, Egypt, Finland, France, Germany, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Qatar, Russia, Saudi Arabia, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, and United Kingdom. The Americas commanded largest market share of 36.34% in 2022, followed by Asia-Pacific.

Key Topics Covered:

1. Preface
2. Research Methodology
3. Executive Summary
4. Market Overview

5. Market Insights
6. B2C eCommerce Market, by Type
7. B2C eCommerce Market, by Application
8. Americas B2C eCommerce Market
9. Asia-Pacific B2C eCommerce Market
10. Europe, Middle East & Africa B2C eCommerce Market
11. Competitive Landscape
12. Competitive Portfolio
13. Appendix

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes penetration across mature segments of the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, certification, regulatory approvals, patent landscape, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and breakthrough product developments

The report answers questions such as:

1. What is the market size and forecast of the B2C eCommerce Market?
2. Which are the products/segments/applications/areas to invest in over the forecast period in the B2C eCommerce Market?
3. What is the competitive strategic window for opportunities in the B2C eCommerce Market?
4. What are the technology trends and regulatory frameworks in the B2C eCommerce Market?
5. What is the market share of the leading vendors in the B2C eCommerce Market?
6. What modes and strategic moves are considered suitable for entering the B2C eCommerce Market?

Read More @ https://www.360iresearch.com/library/intelligence/b2c-e-commerce?utm_source=einpresswire&utm_medium=referral&utm_campaign=analyst

Mr. Ketan Rohom
360iResearch
+ 1 530-264-8485
ketan@360iresearch.com

This press release can be viewed online at: <https://www.einpresswire.com/article/668453592>
EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors

try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.