

# Commerce Cloud Market Expected to Develop at a CAGR of 22.2% Throughout 2032

*The global AI in video games market is growing due to high-bandwidth networks, rising smartphone penetration, and the advent of 5G technology.*

WILMINGTON, DE, UNITED STATES, October 21, 2024 /EINPresswire.com/ -- According to the report, the [global commerce cloud market size](#) generated \$19.2 billion in 2022, and is anticipated to generate \$138.2 billion by 2032, witnessing a CAGR of 22.2% from 2023 to 2032.



Commerce cloud is one of the prominent B2B and B2C commerce solutions. It is a cloud-based platform that allows organizations to develop unified, intelligent shopping experiences across all domains, including physical, online, mobile, and social stores. Several features and tools of the commerce cloud enable organizations to provide online products and services, improve customer communication, and automate marketing and sales tasks. Additionally, it allows retail businesses to acquire better knowledge of the business operations, make informed decisions, respond to market dynamics to increase growth profitability and opportunities.

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The growing proliferation of smartphones, the increase in the growth of e-commerce industries in several countries and the growing adoption of cloud computing solutions are the major factors that drive the growth of the global commerce cloud market. However, a lack of technical expertise and data security and privacy concerns can hamper the adoption of the commerce cloud in businesses. Furthermore, the increasing application of advanced technologies such as blockchain and AI and the surge in integration of 5G technology in businesses is expected to offer remunerative opportunities for the expansion of the global market during the forecast period.

On the basis of enterprise size, the large enterprises segment dominated the commerce cloud market size in 2022 and is expected to continue this trend during the forecast period. Large enterprises capitalize huge portions of their data analytics budgets at the perimeter due to the presence of servers and large amounts of data within the network premises. Moreover, large enterprises in the retail industry often leverage commerce cloud solutions to encourage strategic decision-making, improve operational efficiency, and enhance customer experiences. These factors further drive the demand for cloud-based commerce platform market. However, the small and medium-sized enterprises segment is expected to exhibit the highest growth during the forecast period. Commerce cloud solutions offer cost-effective industry services, which are expected to provide lucrative growth opportunities for the cloud-based commerce platform market during the forecast period.

By region, North America dominated the market share in 2022 for the commerce cloud market, owing to its expanding investments in new technologies such as cloud computing and digital technologies, which is expected to drive market revenue growth in the region. Thus, anticipated to propel the growth of the market. However, Asia-Pacific is expected to exhibit the highest growth during the forecast period. Increasing demands for commerce cloud services and solutions in several sectors to improve productivity and business continuation with various business operations are expected to drive market revenue growth in the region and provide lucrative growth opportunities for the market in this region.

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Based on component, the platform segment held the highest market share in 2022, accounting for more than two-thirds of the commerce cloud market revenue and is estimated to maintain its leadership status throughout the forecast period. Increase in adoption of commerce cloud solutions in the e-commerce and supply chain management sector. However, the service segment is projected to manifest the highest CAGR of 24.5% from 2023 to 2032, as the service segment in the commerce cloud market provides consulting, implementation, integration, training, and support services to businesses.

The pandemic has accelerated digital transformation and opened new technological opportunities for the commerce cloud industry. In addition, with the majority of the population confined in homes during the COVID-19 pandemic, businesses needed to optimize their business operations and offerings to maximize their revenue opportunities while optimizing their operations to support the rapidly evolving business environment post-outbreak of the pandemic. This enabled many businesses to invest in commerce cloud solutions. Moreover, the post-pandemic period employs opportunities to leverage advanced digital techniques such as cloud computing, artificial intelligence (AI), and predictive modeling.

These factors have encouraged businesses to adopt various strategies to expand their product portfolio. For instance, in December 2021, Optimizely launched an integrated version of its B2B

Commerce Cloud and Content Cloud products. The integration allows these two industry-leading products to be easily implemented together, enabling brands to reach audiences with more sophisticated content strategies and work more effectively across large teams of marketers. Such instances supported the commerce cloud market growth during the forecast period.

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## Covid-19 Scenario

1. The outbreak of the COVID-19 pandemic had a mixed impact on the commerce cloud industry. While some sectors experienced challenges, others witnessed opportunities for growth and innovation. One of the positive impacts of the pandemic on the commerce cloud market was the increased demand for e-commerce platforms.

2. In addition, the growing online presence of people after the COVID-19-induced lockdowns and social distancing policies fueled the need for commerce cloud solutions. The pandemic caused a significant shift in consumer behavior, with growth in e-commerce and a decline in physical shopping store visits. These factors have propelled the growth of commerce cloud solutions among industries.

## Leading Market Players: -

IBM Corporation  
Salesforce.com, Inc.  
SAP SE  
Oracle Corporation  
BigCommerce Pty. Ltd.  
Amazon Web Services, Inc.  
Apttus Corporation  
Shopify Inc.  
Magento  
Sitecore

The report provides a detailed analysis of these key players in the commerce cloud market. These players have adopted different strategies such as new product launches, collaborations, expansion, joint ventures, agreements, and others to increase their market share and maintain dominant shares in different countries. The report is valuable in highlighting business performance, operating segments, product portfolio, and strategic moves of market players to showcase the competitive scenario.

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