

E-tailing Solutions Market Size to Surpass USD 56.77 Billion by 2032 | SNS Insider

The rise of digital commerce boosts e-tailing growth as businesses invests in advanced solutions for better customer experience & efficiency.

AUSTIN, TX, UNITED STATES, February 17, 2025 /EINPresswire.com/ -- The [E-tailing Solutions Market](#) size was USD 18.21 Billion in 2023 and is expected to reach USD 56.77 Billion by 2032, growing at a CAGR of 13.39% over the forecast period of 2024-2032.



E-tailing-Solutions-Market

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Keyplayers:

- ☐Shopify Inc. (Shopify Plus, Shopify Payments)
- ☐Salesforce.com, Inc. (Salesforce Commerce Cloud, Salesforce Order Management)
- ☐Oracle (Oracle Commerce, Oracle CX Cloud)
- ☐Digital River, Inc. (Digital River Global Payments, Digital River Monetization)
- ☐WooCommerce (WooCommerce Payments, WooCommerce Subscriptions)
- ☐BigCommerce Pty. Ltd. (BigCommerce Enterprise, BigCommerce Multi-Storefront)
- ☐Adobe (Adobe Commerce, Adobe Experience Manager)
- ☐eComchain (eComchain Enterprise, eComchain Marketplace)
- ☐Elastic Path Software Inc. (Elastic Path Commerce Cloud, Elastic Path for B2B)
- ☐Sitecore (Sitecore Experience Platform, Sitecore Commerce)
- ☐Magento (Adobe) (Magento Open Source, Magento Commerce)
- ☐PrestaShop (PrestaShop Cloud, PrestaShop Modules)
- ☐VTEX (VTEX Commerce, VTEX OMS)
- ☐SAP Commerce (SAP Commerce Cloud, SAP Marketing Cloud)
- ☐Kibo Commerce (Kibo Commerce Cloud, Kibo OMS)
- ☐Lightspeed (Lightspeed Retail, Lightspeed eCommerce)
- ☐Zyro (Zyro Website Builder, Zyro E-commerce)
- ☐3dcart (Shift4Shop) (3dcart Online Store, 3dcart Payment Gateway)

□ Volusion (Volusion Online Store, Volusion Analytics)

□ Big Cartel (Big Cartel Starter, Big Cartel Pro)

By Solution, E-commerce Platforms Dominate Market While APIs Drive Future Growth

E-commerce Platforms dominated the market in 2023 with more than 35% of the total share.

Shopify, WooCommerce, and similar platforms provide holistic solutions for businesses to launch and manage their online stores with ease. Because they can connect payment gateways, customer management tools, and logistics solutions, retailers looking to optimize their e-commerce operations will choose them.

The E-commerce API segment is projected as the fastest-growing segment, with a compound annual growth rate of 19.1% from 2024 to 2032, owing to growing requirements for systematic integrations. APIs allow seamless connection to payment processors, customer databases, and inventory management systems, so businesses seeking to improve their digital operations will prioritize them. Customizable APIs provided by leading providers allowed the businesses to create their tailor-made e-commerce solutions.

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By End-User, Fashion Dominates E-Tailing Market, While Food & Beverages Set for Rapid Growth

In 2023, the Fashion & Apparel segment had the largest share in the e-tailing solutions market accounting for a 30% share. An example of this includes how Zalando and ASOS span the globe and utilize AI-optimised e-commerce solutions to offer customized shopping experiences, real-time inventory, and quick-ship capabilities. Top fashion brands such as Nike and H&M use data analytics to improve supply chain optimization and enhance customer interactions.

The Food & Beverages segment is anticipated to grow at the fastest rate during 2024-2032 owing to the surge in online grocery & meal-kit deliveries. If you are a last-minute shopper, you have landed in the right place - enjoy super-fast, efficient shopping with personalized services like Instacart and Amazon Fresh. Even within the sector, the segment is driven by subscription-based services like Blue Apron, which promise to deliver meal kits with the correct ingredients straight to your home.

By Region, Asia-Pacific Dominates E-Tailing Market, While North America Gears Up for Rapid Growth

In 2023, the e-tailing solutions market was dominated by the Asia-Pacific region, which accounted for 37% of total market share. China, India, and Japan, among others, have witnessed rapid growth in the market due to rapid digital adoption, increasing smartphone penetration, and a strong e-commerce infrastructure. Many large e-commerce companies such as Alibaba, and JD. Advanced strategic e-tailing solutions have been implemented by the likes of USA-based Amazon.com, and Indian-based Flipkart that assist in customer engagement, inventory management, and order fulfillment.

North America is anticipated to experience the fastest growth from 2024 to 2032, driven by the high adoption of digital technologies and consumer preference for online shopping. Companies like Amazon, Walmart, and Shopify continue to innovate through AI-driven analytics, AR/VR-enabled shopping experiences, and omnichannel retail integration, positioning the region as a key growth hub in the global e-tailing solutions market.

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