

Explosive Growth Anticipated In Livestream E-Commerce Global Market, To Reach \$78.86 Billion In 2029

*The Business Research Company's
Livestream E-Commerce Global Market
Report 2025 – Market Size, Trends, And
Global Forecast 2025-2034*

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/EINPresswire.com/ -- The spotlight lies
on the Livestream E-Commerce market

owing to its exponential growth in recent years. The market experienced an enormous leap from \$16.51 billion in 2024 to \$22.61 billion in 2025, at a compound annual growth rate CAGR of 36.9%. A plethora of factors contributed towards this significant increase, including the escalating interest in seamless omnichannel experiences, the mounting importance of visual and



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interactive content, improvements in logistics and delivery systems, a marked shift towards customer retention via livestream interaction, and the burgeoning popularity of influencer-driven e-commerce.

What Is The Projected Future Growth Of [The Livestream E-Commerce Market Size?](#)

Forecast predicts the meteoric rise of the Livestream E-Commerce market size will continue its trajectory. Analysts expect it will skyrocket to a whopping \$78.86 billion in 2029, signifying a compound annual growth rate CAGR of

36.7%. A multitude of trends are paving the way for this anticipated boom – rising internet penetration rates, an increase in smartphone adoption, the growing popularity of social media platforms, changes in consumer shopping behaviour, and the expansion of digital payment systems are among the primary drivers. Additionally, groundbreaking advancements in 5G technology, improved video streaming technology, AI-driven personalized shopping experiences, integration of AR/VR technologies, and brand collaborations and partnerships foretell a promising future for the Livestream E-Commerce market.

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Livestream E-Commerce Global Market Report 2025



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What Are The Key Drivers Propelling The Growth Of The Livestream E-Commerce Market?

Social media's meteoric rise has revolutionized many industries, including e-commerce. It's turning into an instrumental platform for brands to interact with consumers in real-time, driving customer engagement and boosting visibility. The meteoric rise of social media integration, attributable to its ability to amplify visibility and reach, is a vital growth driver for the Livestream E-Commerce market. For instance, according to a European Commission report, in March 2024, around 59% of Europeans engaged with social networks in 2023, showcasing the pervasive influence of social media in our lives.

What Key Player Strategies Are Driving The Livestream E-Commerce Market?

Esteemed companies such as Amazon Com. Inc., JD.com Inc., Alibaba Group Holding Limited, Meta Platforms Inc., Tencent Holdings Limited, PDD Holdings Inc., Kuaishou Technology, Wayfair Inc., QVC Inc., TikTok Pte Ltd, ByteDance Ltd., Bilibili Inc, Pinterest Inc, YouTube Inc., Firework, Mogu Inc., ShopShops Inc., The NTWRK Agency Inc., CommentSold Inc., Restream Inc., and Popshop Live Inc. are leading the charge in the Livestream E-Commerce market. These industry giants are focusing on developing innovative solutions, powered by advanced technology for a tailored and personal viewer experience.

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What Are The Emerging Trends In The Livestream E-Commerce Market?

One of the notable trends in the market is the development of GenAI-powered live commerce platforms. A prime example occurred in September 2024 when AnyMind Group Inc., a Japanese technology company launched AnyLive, a GenAI-powered live commerce platform. This platform features AI-generated virtual streamers reflecting a brand's identity, allowing multilingual live streams that aren't restricted by time or location and integrates seamlessly with major e-commerce and social media platforms.

How Is The Livestream E-Commerce Market Segmented?

The Livestream E-Commerce market is segmented into:

- 1 By Product: Beauty And Personal care, Fashion And Apparel, Automotive, Electronics, Home And Living, Health And Wellnesss, Food And Beverage, Luxury Goods, Other Products.
- 2 By Platform Type: Social e-Commerce Platforms, Traditional e-Commerce Platforms.
- 3 By Shopping Type: Domestic, Transboundary.

The segment breakdown further includes a multitude of subsegments, including skincare, haircare, men's grooming products in Beauty and Personal Care; Men's Clothing, Women's Clothing, sportswear in Fashion and Apparel; car accessories, auto parts, tires and wheels in

Automotive, and many others spanning across different segments.

What Are The Regional [Insights In The Livestream E-Commerce Market?](#)

When it comes to regional markets, Asia-Pacific dominated the Livestream E-Commerce market in 2024. With countries like China leading in e-commerce, Asia-Pacific's stronghold on the market segment is unsurprising. The report covers a diverse range of regions including Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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