

E-commerce Market Set to Hit \$63.8 Trillion by 2032, Driven by Omnichannel Retail and Tech-Powered Consumer Experiences

E-commerce Market Set to Hit \$63.8 Trillion by 2032, Driven by Omnichannel Retail and Tech-Powered Consumer Experiences

NEW CASTLE, DE, UNITED STATES, June 26, 2025 /EINPresswire.com/ -- Allied Market Research published a report titled, "[E-commerce Market](#) by Model Type (Business-to-Business (B2B) and Business-to-Consumer (B2C)) and Offering (Beauty and Personal Care Products, Consumer Electronics, Fashion and Apparel, Household Products, and Others): Global Opportunity Analysis and Industry Forecast, 2023-2032." According to the report, the global e-commerce industry generated \$15.7 trillion in 2022 and is anticipated to reach \$63.8 trillion by 2032, witnessing a CAGR of 15.3% from 2023 to 2032.

Request PDF Brochure: <https://www.alliedmarketresearch.com/request-sample/108369>

Prime Determinants of Growth:

The global e-commerce market is experiencing growth due to factors such as an increase in internet penetration, a surge in the adoption of mobile technology and smartphones, and social media and influencer marketing. On the other hand, trust and security concerns and logistics and infrastructure challenges hampered market growth to some extent. Moreover, the advancement of technology, especially in terms of mobile devices and internet connectivity, has played a crucial role in providing lucrative opportunities for the growth of the e-commerce market.

COVID-19 Scenario:

The COVID-19 pandemic had a positive impact on the global e-commerce market, leading to accelerated growth and expansion of online shopping platforms. However, the pandemic led to an unprecedented surge in online shopping as people turned to e-commerce platforms to fulfil their needs while adhering to social distancing measures and lockdown restrictions. This accelerated the growth of the e-commerce market as more consumers embraced online shopping, which is rapidly progressing.

Want to Access the Statistical Data & Graphs, and Key Players' Strategies:

The business-to-business (B2B) segment to maintain its leadership status throughout the forecast period-

Based on model type, the business-to-business (B2B) segment held the highest market share in 2022, accounting for nearly two-thirds of the global e-commerce market revenue, and is estimated to maintain its leadership status throughout the forecast period. Because it offers a wide range of products from multiple suppliers, allowing businesses to access a vast catalogue of goods. This enables them to find the right products that meet their specific needs without the limitations of geographical boundaries. However, the business-to-consumer (B2C) segment is projected to manifest the highest CAGR of 17.3% from 2023 to 2032. The B2C e-commerce model offers convenience and enables businesses to reach a global audience. This opens new markets and customer segments, expanding the business's potential.

The consumer electronics segment to maintain its lead position throughout the forecast period-

Based on offering, the consumer electronics segment held the highest market share in 2022, accounting for more than one-third of the global e-commerce market revenue, and is estimated to maintain its lead position throughout the forecast period. Because it provides reliable after-sales services, including warranty options, return policies, and customer support. These services address concerns about product defects, repairs, or returns, thereby boosting consumer confidence in buying consumer electronics online. However, the household products segment would portray the fastest CAGR of 20.8% from 2023 to 2032. This is because e-commerce platforms provide an extensive range of household products, including cleaning supplies, kitchenware, home decor, furniture, appliances, and more. Consumers have access to a vast catalogue of options, allowing them to find specific items or discover new products easily.

Asia-Pacific to maintain its dominance by 2032-

Based on region, Asia-Pacific held the highest market share in terms of revenue in 2022, accounting for nearly half of the global e-commerce market, and is expected to maintain its dominance throughout the forecast period. owing to the rising adoption of smartphones, growing middle class and disposable income, and cross-border trade and globalization in the region. However, the LAMEA region would display the fastest CAGR of 18.3% from 2023 to 2032. owing to urbanization and changing consumer behavior, improving logistics and payment infrastructure, and increasing internet and smartphone penetration in the region.

Procure Complete Report (225 Pages PDF with Insights, Charts, Tables, and Figures) @

<https://bit.ly/3CRfgbl>

Leading Market Players: -

Amazon.com Inc.
Wayfair LLC, Shein
Walmart Inc.
ALIBABA GROUP HOLDING LIMITED
Flipkart
JD.com, Inc.
pinduoduo.com
Shopify
eBay Inc.

The report provides a detailed analysis of these key players in the global e-commerce 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 regions. The report is valuable in highlighting business performance, operating segments, product portfolios, and strategic moves of market players to showcase the competitive scenario.

Trending Reports:

Digital Gift Cards Market <https://www.alliedmarketresearch.com/digital-gift-cards-market-A09990>

Rideshare Insurance Market <https://www.alliedmarketresearch.com/rideshare-insurance-market-A74742>

Car Insurance Aggregators Market <https://www.alliedmarketresearch.com/car-insurance-aggregators-market-A74481>

Saudi Arabia Residential Mortgage Market <https://www.alliedmarketresearch.com/saudi-arabia-residential-mortgage-market-A110807>

Insurance Chatbot Market <https://www.alliedmarketresearch.com/insurance-chatbot-market-A77697>

Augmented Analytics in BFSI Market <https://www.alliedmarketresearch.com/augmented-analytics-in-bfsi-market-A11748>

Decentralized Insurance Market <https://www.alliedmarketresearch.com/decentralized-insurance-market-A74837>

Gift Cards Market <https://www.alliedmarketresearch.com/gift-cards-market>

About Us:

Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Wilmington, Delaware. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality of "Market Research Reports Insights" and "Business Intelligence Solutions." AMR has a targeted view to provide business insights and consulting to assist its clients to make strategic business decisions and achieve sustainable growth in their respective market domain.

We are in professional corporate relations with various companies, and this helps us in digging out market data that helps us generate accurate research data tables and confirms utmost

accuracy in our market forecasting. Allied Market Research CEO Pawan Kumar is instrumental in inspiring and encouraging everyone associated with the company to maintain high quality of data and help clients in every way possible to achieve success. Each data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and analysts in the industry.

Contact Us:

United States

1209 Orange Street,
Corporation Trust Center,
Wilmington, New Castle,
Delaware 19801 USA.

Int'l: +1-503-894-6022

Toll Free: +1-800-792-5285

Fax: +1-800-792-5285

help@alliedmarketresearch.com

David Correa

Allied Market Research

+ + 1800-792-5285

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[YouTube](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/825892344>

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.

© 1995-2025 Newsmatics Inc. All Right Reserved.