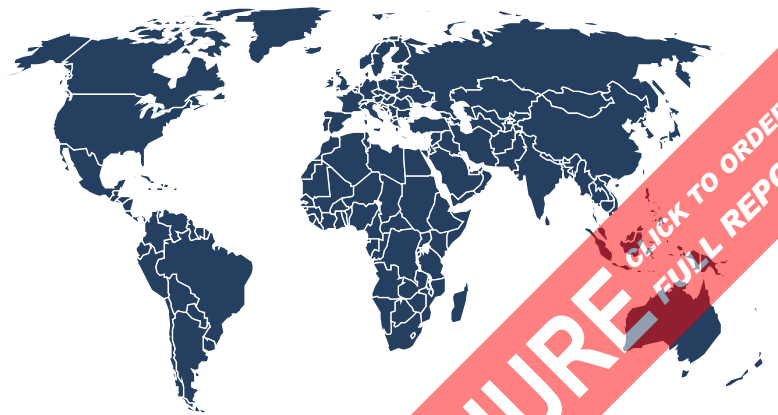


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Global Collection



Global E-Commerce

March 2019



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About This Report

Scope

This report forecasts to 2023 and 2028 global business-to-consumer e-commerce sales by product and major world region in nominal US dollars at the retail level. Product segments include:

- computers, electronics, and software (e.g., computer hardware, electric appliances, and cell phones)
- apparel and accessories (e.g., clothing and shoes)
- recreation goods (e.g., toys, games, and sporting goods)
- home furnishings (e.g., furniture and home decorations)
- other merchandise (e.g., books, music, videos, healthcare products, beauty products, food, beverages, lawn and garden products, and automotive products)
- services (e.g., ticket sales, streaming services, dating services, insurance sales, and travel reservations)

Global sales are also segmented by major world region as follows:

- North America
- Western Europe
- Asia/Pacific
- Other Regions (Latin America, Eastern Europe, and Africa/Mideast)

To illustrate historical trends, world, product, and regional demand are provided for 2013 and 2018.

In this report, sales include all online transactions, including retail sales of products and services, between businesses and consumers using devices that access the internet, such as:

- desktop computers
- laptops
- tablets
- smartphones
- point-of-sales transactions using contactless payment
- smart wearables

About This Report

Sales made through retailer websites, physical stores (online in store), email, QR codes, catalogs, and smartphone apps are all included. Additionally, Value-Added Tax, sales tax, and delivery costs are included in sales figures.

Excluded from the scope of this report are:

- consumer-to-consumer transactions (e.g., a private individual selling used items through an online marketplace)
- business-to-business transactions (e.g., a business purchasing software online)
- online gambling and gaming transactions
- online sales of cars and other motor vehicles
- online transactions involving houses and real estate
- utility payments such as water, heating, and electricity made online
- payments made on mortgages, loans, credit cards, and overdrafts
- deposits and withdrawals from savings or checking accounts, stocks, shares, and bonds
- returned items

For any given historical year, US dollar amounts are obtained from values expressed in the applicable local currency. These local currency values are converted to US dollars at the average annual exchange rate for that year. For forecast years, the US dollar amounts assume the same annual exchange rate as that prevailing in 2017.

Other various topics, including discussion of supplier types, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Global E-Commerce (FW90043) is based on [a comprehensive industry study](#) published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 4 | NAICS & SIC Codes Related to E-Commerce

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
454111	Electronic Shopping	5961	Catalog and Mail-Order Houses
454112	Electronic Auctions		

Source: US Census Bureau

Table 5 | NACE Codes Related to E-Commerce

NACE Code	Definition
47.91	Retail sale via mail order houses or via internet

Source: European Commission

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

About This Report

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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Resources

The Freedonia Group

Global E-Commerce

Freedonia Industry Studies

Converted Flexible Packaging

Corrugated & Paperboard Boxes

Global Bulk Packaging

Global Pharmaceutical Packaging

Global Pressure Sensitive Tapes

Global Protective Packaging Market

Protective Packaging Market in the US

Retail E-Commerce Packaging Market in the US

Freedonia Focus Reports

Data Processing & Hosting: United States

E-Commerce: United States

Travel Services: United States

World Macroeconomy

Freedonia Custom Research

Packaged Facts

Amazon Strategies and the Amazon Shopper

Meal Kits: Trends and Opportunities in the U.S.

Online Grocery Shopping in the U.S.

U.S. Grocery Market Focus: The Amazon Food Shopper

U.S. Grocery Market Focus: The Walmart Food Shopper

U.S. Pet Market Focus: The Amazon Pet Food and Supplies Shopper

U.S. Pet Market Outlook, 2019-2020

Trade Publications

E-Commerce Times

Ecommerce Magazine

Essential Retail

Internet Retailer

Practical Ecommerce

Agencies & Associations

Ecommerce Foundation

European eCommerce & Omni-Channel Trade Association

About This Report

Global From Asia

Internet Merchants Association

United States Census Bureau

United States International Trade Commission