



# Global E-Commerce

Industry Study #3724 | April 2019



This study examines the \$3.6 trillion worldwide e-commerce market. It presents historical demand data (2013 and 2018) and forecasts for 2023 and 2028 by product (clothing, footwear, and accessories; computer hardware, software, and cell phones; toys, hobby goods, games, and sporting goods; furniture and furnishings; electronics and appliances; books, magazines, music, and video; drugs, healthcare, and beauty aids; food, beer, and wine; other merchandise; and services) and by region (North America, Asia/Pacific, Latin America, Western Europe, Eastern Europe, Africa/Mideast) and in 35 countries. In addition, the study analyzes global industry competitors such as Alibaba, Amazon, and JD.com.

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Table 7-2   China: E-Commerce Sales by Product, 2013– 2028 (billion dollars)		Key Trends in the Global E-Commerce Market	
Item	2013		
Asia/Pacific E-Commerce Sales	527.9	<p>'18 - '23 CAGR 12.9%</p>	<b>Key Trends Through 2023:</b> <ul style="list-style-type: none"> <li>• Food &amp; Beverages Fast Growing</li> <li>• Offering More Delivery Options</li> <li>• Increasing Internet &amp; Smartphone Penetration in Emerging Markets</li> </ul>
% China	57.5		
China E-Commerce Sales	303.4	<b>Top Regions, 2018</b> <p>49% Asia/Pacific    26% North America    18% Western Europe</p>	<b>Leading Retailers</b> <ul style="list-style-type: none"> <li>• Amazon</li> <li>• Alibaba</li> <li>• JD.com</li> </ul>
Retail Goods:	232.0		
Computers, Electronics, & Software	53.7		
Apparel & Accessories	65.2		
Home Furnishings	22.1		
Multimedia	14.0		
Health, Personal Care, & Beauty	11.0		
Recreation Goods	10.3		
Food & Beverages	8.3		
Other Merchandise	47.4		
Services	71.4		