

Leaders of the Global E-commerce Industry

Overview of Groups – SWOTs – Benchmarking - Company Profiles and Financials

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Exclusive extracts from this 65-page-long report:

- **Who are the key players?**

E-commerce companies provide online platforms and related services that enable online sellers and buyers to connect for business transactions. US e-retailers dominate the global online retailing market whereas most non-US e-retailers still operate at a mostly regional level. Chinese operators are nevertheless displaying growing global ambitions, backed by their important domestic market and their strong financial clouts. [...]

Groups analysed in this report include: **Amazon, Alibaba Group, JD.com, eBay, Rakuten, Zalando, MercadoLibre, Yoox Net-à-Porter, Cnova, and Otto Group.**

- **What are the players' strategies?**

Expanding the scale of their marketplaces and building comprehensive ecosystems are among e-commerce companies' key strategies. Global market leader Amazon has been particularly active in this regard, with the launch of its proprietary payment tool (Amazon Payments), a global logistics service for vendors (Amazon Logistics+), the strengthening of its cloud and big data offerings (AWS), the launch of an intelligent personal assistant (Alexa) to enhance its ties with shoppers, and a foray into original media content (Amazon Studios). [...]

- **What are the players' key growth and profitability drivers?**

E-commerce companies are stepping up efforts to expand their international reach, in particular to tap fast-growing emerging online retail markets where growing Internet connectivity and rising income levels leave great scope for online sales growth. Alibaba for instance recently acquired a €1bn controlling stake in Lazada, a leading online retailer in various Southeast Asian markets; eBay meanwhile has set up partnerships with India Post, African e-commerce start-up MallforAfrica.com, as well as South Korean convenience store chain GS25 to expand its marketplace and delivery network to these markets. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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