

The World's Top 10 Marketplaces

Dynamics and Trends

About the authors

CS-Cart provides a range of features to help businesses launch their online stores and marketplaces quickly.

With its user-friendliness, customizable templates, and robust set of features CS-Cart allows businesses to get up and running in no time, enabling them to focus on their core operations and drive revenue growth, and making it an excellent choice for both startups and established businesses.

17

years in Ecom software

50,000

clients trust CS-Cart

170

countries

350

partners & integrators

#1

marketplace platform
according to G2



Contents

1. Report Overview
2. Introduction
3. Methodology
4. The World's Top 10 Marketplaces: Complete List
5. The World's Top 10 Marketplaces: Geography
6. The World's Top 10 Marketplaces: Strengths, Weaknesses and Unique Features
7. The World's Top 10 Marketplaces: Key Numbers
 - Number of Active Users
 - Number of Sellers
 - Market Share
 - Total Employee Number
8. The World's Top 10 Marketplaces: Financials
 - Annual Revenue
 - Annual Net Income
 - Annual Gross Profit
 - Market Capitalization
 - Financials Overview and Summary
9. The World's Top 10 Marketplaces: Report Summary
 - Feature Outlook and Recommendations
 - Global and Niche Marketplaces: Competition
10. Sources



Report Overview

In recent years, the growth of e-commerce has led to a surge in the number of online marketplaces worldwide. These marketplaces provide a platform for both buyers and sellers to connect and conduct business. This report aims to provide an in-depth analysis of the top global marketplaces, their dynamics, and trends.



Who might be interested in the report?

This report may be useful for a wide range of audiences, including business owners, investors, market analysts, researchers, and anyone who wants to gain insight into the world's top marketplaces. It provides a comprehensive overview of the market and its key players, including their financials, strengths, weaknesses, and unique features.



What does the report include?

Additionally, the report includes key statistics, such as total employee number, active users, sellers, and market share, that can help businesses and investors make informed decisions. Finally, the report offers recommendations and outlook for the future of global and niche marketplaces, which can assist businesses in developing their strategies and identifying opportunities for growth.



Introduction

The e-commerce industry is constantly growing and evolving, especially in the wake of the COVID-19 pandemic. According to Forbes, the global e-commerce market is expected to total \$6.3 trillion in 2023, and by 2026, 24% of retail purchases are expected to take place online. A huge explosion has been taking place in e-commerce market for the past few years, and this expansion will continue.

So why is it so important to know the e-commerce dynamics and trends? Here's the top 5 reasons:

1. Market analysis

Understanding the market trends and dynamics is crucial for businesses to make informed decisions and stay ahead of their competition.

2. Investment opportunities

Investors use market analysis to identify potential investment opportunities in the marketplace industry.

3. Strategic planning

Businesses can use the insights gained from analyzing market trends and dynamics to develop effective marketing strategies, improve customer experience, and optimize business operations.

4. Customer satisfaction

By staying up-to-date with the latest trends and changes in top global marketplaces, businesses can better serve their customers and enhance customer satisfaction.

5. Market entry

Knowing the latest market trends can help aspiring businesses to choose the right niche.



Methodology

This report on the top global marketplaces' dynamics and trends is based on a comprehensive analysis of publicly available data sources, including annual reports, financial statements, investor presentations, news articles, and industry reports. The methodology used for this research includes the following steps.

Forbes

statista 

YCHARTS

* A complete list of sources can be found at the end of the report

Data Collection

The data collection process involved gathering information about the top global marketplaces based on their market share, revenue, net income, gross profit, and market capitalization. We have also gathered data related to the number of employees, active users, and sellers.

Data Analysis

The data collected from various sources* were then analyzed to identify the key trends and patterns in the global marketplace industry.

Competitive analysis

A competitive analysis was conducted to compare the strengths, weaknesses, and unique features of the top 20 global marketplaces. We have also analyzed the competition between global and niche marketplaces.

Feature Outlook and Recommendations

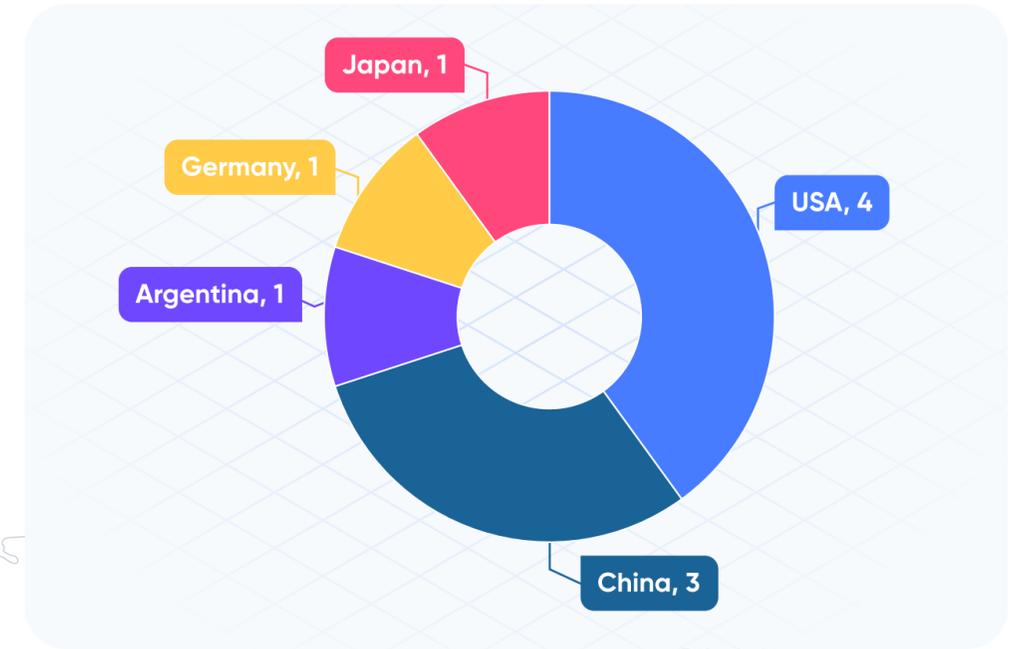
Based on the analysis, we have provided our outlook and recommendations for the future of the global marketplace industry, including the key features and trends that will drive growth in the industry.

The World's Top 10 Marketplaces: Complete List

Here is the comprehensive list of the biggest and most influential marketplaces in the world. The table includes information on each marketplace's headquarters, countries of operation, products offered, and year of establishment. The marketplaces featured in this table are the leading players in e-commerce and retail, offering a wide range of products and services to consumers worldwide.

Marketplace	Website	Headquarters	Countries of Operating	Products Offered	Year of Est.
Amazon	amazon.com	Seattle, WA	Worldwide	Various	1994
Alibaba	alibaba.com	Hangzhou, CN	Worldwide	E-commerce, retail, AI, cloud	1999
eBay	ebay.com	San Jose, CA	Worldwide	Various	1995
Walmart	walmart.com	Bentonville, AR	Worldwide	Retail	1962
JD.com	jd.com	Beijing, CN	China, Indonesia, Thailand	E-commerce, retail, AI, logistics	1998
Rakuten	rakuten.com	Tokyo, JP	Japan, Worldwide	E-commerce, retail, banking, media	1997
Etsy	etsy.com	Brooklyn, NY	Worldwide	Handmade goods, vintage items, craft	2005
Mercado Libre	mercadolibre.com	Buenos Aires, AR	Latin America, Portugal	E-commerce, retail, fintech	1999
Pinduoduo	pinduoduo.com	Shanghai, CN	China	Social e-commerce, retail	2015
Zalando	zalando.com	Berlin, DE	Europe	Fashion, shoes, accessories 2008	2015

Geographic Distribution of the World's Top 10 Marketplaces



The World's Top 10 Marketplaces

Strengths

Weaknesses

Unique Features

Amazon



Amazon is a multinational technology company that focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is the world's largest online marketplace and is known for its customer-centric approach and innovative services such as Amazon Prime, Alexa, and Kindle.



Strengths

- **Wide selection of products:** Amazon offers a vast selection of products from a wide range of categories, making it a one-stop shop for many customers.
- **Convenient shopping experience:** Amazon's user-friendly website and mobile app, as well as features like one-click ordering and fast shipping, make shopping with Amazon a convenient and seamless experience.
- **Strong brand reputation:** Amazon has built a strong reputation for reliability, customer service, and innovation, which has helped the company establish a loyal customer base.
- **Massive customer base:** Amazon has a large and growing customer base, which provides a strong foundation for future growth.

Weaknesses

- **Competition from other online and brick-and-mortar retailers:** Amazon faces significant competition from other online and traditional retailers, which can impact its market share and profitability.
- **Dependence on third-party sellers:** A significant portion of Amazon's sales come from third-party sellers, which can increase the company's risk from fraud and counterfeits.
- **Privacy and data security concerns:** Amazon collects and stores a large amount of customer data, which can raise privacy and data security concerns.

Unique Features

- **Prime:** Amazon's Prime program offers fast shipping, streaming of movies and music, and access to a wide range of other benefits, making it a popular loyalty program for many customers.
- **Alexa:** Amazon's virtual assistant, Alexa, allows customers to control a wide range of devices and services using voice commands.
- **AWS:** Amazon Web Services (AWS) is a cloud computing platform that provides a wide range of services and tools for businesses, including compute, storage, and database services.
- **Fulfillment by Amazon (FBA):** Amazon's FBA program allows third-party sellers to use Amazon's warehouses and logistics network to fulfill orders, making it easier for small and medium-sized businesses to reach a large customer base.

Alibaba

 China

Alibaba is a Chinese multinational e-commerce conglomerate that offers consumer-to-consumer, business-to-consumer and business-to-business sales services via web portals. It offers a wide range of products, services, and solutions for businesses of all sizes, enabling them to succeed in the global digital economy.



Strengths

- Large customer base: Alibaba has over 800 million active buyers on its platform, providing a vast market for sellers.
- Comprehensive product categories: Alibaba offers a wide range of products across various categories, including electronics, fashion, and household items.
- Global reach: Alibaba has a global presence and serves customers in over 200 countries and regions.
- Advanced technology: The platform uses advanced technologies like AI, machine learning, and big data analytics to provide sellers with insights into customer behavior and preferences.
- Payment and logistics support: Alibaba provides various payment options and shipping services, making it easier for sellers to manage transactions and shipping.

Weaknesses

- Counterfeit products: Alibaba has struggled with counterfeit products being sold on its platform, damaging its reputation among consumers.
- High competition: The platform has a large number of sellers, making it highly competitive for sellers to stand out and be successful.
- Limited seller protection: The platform does not offer comprehensive seller protection, which can put sellers at risk of fraudulent transactions or disputes.

Unique Features

- Alibaba's Tmall platform is a popular B2C e-commerce platform in China, providing a high-end shopping experience for consumers.
- The platform offers a wide range of value-added services, including online marketing, logistics services, and financial services.
- Alibaba has invested heavily in research and development to provide advanced technology solutions to its users, such as its AI-powered customer service chatbot, AliMe.



eBay is one of the world's largest online marketplaces, connecting buyers and sellers from around the globe. Founded in 1995, it has grown to become a household name and a go-to platform for buying and selling a wide range of products.



Strengths

- **Wide selection of products:** eBay offers a vast selection of products from a wide range of categories, including new and used items, making it a popular destination for shoppers looking for unique and hard-to-find items.
- **Global reach:** eBay has a large and growing international customer base, which provides a wide reach for sellers and access to a diverse range of products for buyers.
- **Strong community:** eBay has a strong community of buyers and sellers who have established a reputation system to help ensure a safe and trustworthy shopping experience.
- **Cost-effective for sellers:** eBay offers a low-cost platform for sellers to list and sell their items, making it an attractive option for small and medium-sized businesses.

Weaknesses

- **Competition from other e-commerce platforms:** eBay faces significant competition from other e-commerce platforms, such as Amazon and Walmart, which can impact its market share and profitability.
- **Dependence on third-party sellers:** A significant portion of eBay's sales come from third-party sellers, which can increase the risk of fraud and counterfeits.
- **Reliance on auction format:** eBay's reliance on the auction format can make it more difficult for sellers to sell their items and for buyers to find the items they want at a fair price.

Unique Features

- **Auction format:** eBay's auction format allows buyers and sellers to participate in bidding wars for items, which can result in unique and hard-to-find items being sold for high prices.
- **Second-chance offer:** eBay's second-chance offer feature allows sellers to offer items that have not sold in an auction to other buyers, providing a second chance for a sale.
- **Guaranteed delivery:** eBay's guaranteed delivery feature provides delivery dates for items and allows buyers to track their packages, providing a higher level of convenience and transparency.
- **Best Match algorithm:** eBay's Best Match algorithm uses a combination of relevance, feedback, and other factors to rank listings and provide the best results for buyers.

Walmart



Walmart Marketplace is an e-commerce platform that allows third-party sellers to sell their products alongside Walmart's own inventory. The platform offers a wide range of products and competitive pricing, making it a popular choice for online shoppers.



Strengths

- Strong brand reputation: Walmart is a well-known and trusted brand, which can help to attract customers to the Walmart Marketplace.
- Large customer base: Walmart has a large customer base, which can provide a large pool of potential customers for merchants selling on the Walmart Marketplace.
- Integration with brick-and-mortar stores: Walmart has a large brick-and-mortar retail presence, which can provide an additional sales channel for merchants selling on the Walmart Marketplace.
- Fulfillment options: Walmart offers a variety of fulfillment options, including in-store pickup, 2-day shipping, and next-day shipping, which can help to provide a better customer experience.

Weaknesses

- Competition: Walmart Marketplace faces significant competition from other e-commerce platforms, such as Amazon, which can make it difficult to stand out in a crowded market.
- Complex seller requirements: Walmart has strict seller requirements, which can be difficult for some merchants to meet, particularly smaller businesses.
- Limited product categories: Walmart Marketplace is focused primarily on consumer goods, with limited offerings in categories such as clothing and electronics, which can be a disadvantage for merchants who want to offer a wider range of products.

Unique Features

- In-store pickup: Walmart Marketplace offers in-store pickup, which allows customers to pick up their orders at a nearby Walmart store.
- 2-day shipping: Walmart Marketplace offers 2-day shipping on eligible items, which can provide a competitive advantage over other e-commerce platforms that have longer shipping times.
- Customer reviews: Walmart Marketplace allows customers to write reviews of products sold on the platform, which can help to build trust and provide valuable insights to other customers.
- Integrated payment system: Walmart Marketplace integrates with the Walmart payment system, which can make it easier for customers to complete their purchases on the platform.

JD.com

 China

JD.com is a Chinese e-commerce platform that offers a wide range of products including electronics, fashion, home appliances, and more. It is one of the largest e-commerce companies in China and operates on a business-to-consumer (B2C) and consumer-to-consumer (C2C) model.



Strengths

- JD.com has a large and growing customer base in China, driven by the expanding e-commerce market in the country.
- The company has a well-established brand and reputation for quality, reliability, and customer service.
- JD.com offers a wide range of products and services, including fast and reliable delivery, which appeals to a broad range of customers.
- The company has a strong and growing network of fulfillment centers and delivery capabilities, which help to ensure fast and reliable delivery of products to customers.

Weaknesses

- JD.com faces intense competition from other e-commerce players in China, as well as from traditional brick-and-mortar retailers.
- The company may struggle to compete with larger, well-established e-commerce players in Asia, who have a wider range of products and services.

Unique Features

- JD.com has a strong focus on innovation and technology, using data analytics and machine learning to drive growth and improve the customer experience.
- The company operates its own logistics network, which enables it to offer fast and reliable delivery services and to control the quality of the delivery process.
- JD.com also operates a number of brick-and-mortar stores and has partnerships with other retailers, which allows it to offer a wider range of products and services to customers.

Rakuten

 Japan

Rakuten is a Japanese e-commerce company that operates a B2B2C online marketplace platform. The company provides a variety of products and services, including e-books, travel, financial services, and digital content.



Strengths

- Strong brand recognition: Rakuten is well-known in Japan and has a strong reputation for providing high-quality products and services.
- Diversified offerings: Rakuten offers a wide range of products and services, including online shopping, travel, and financial services, which helps to reduce its dependence on any one area and provides a more stable source of revenue.
- Customer loyalty: Rakuten has a loyal customer base, thanks to its reputation for providing high-quality products and services, as well as its rewards program, Rakuten Super Points.
- Strong technology: Rakuten has a strong technology infrastructure, including a proprietary recommendation engine and a mobile app, which helps to enhance the shopping experience for customers.

Weaknesses

- Limited international reach: While Rakuten has a strong presence in Japan, it is less well-known outside of the country, which can limit its potential growth and profitability.
- Dependence on third-party sellers: A significant portion of Rakuten's sales come from third-party sellers, which can increase the risk of fraud and counterfeits.
- Competition from other e-commerce platforms: Rakuten faces significant competition from other e-commerce platforms, such as Amazon and JD.com, which can impact its market share and profitability.

Unique Features

- Rakuten Super Points: Rakuten's rewards program, Rakuten Super Points, allows customers to earn points for various actions, such as making purchases or writing reviews, which can be redeemed for discounts on future purchases.
- Rakuten TV: Rakuten offers a streaming video service, Rakuten TV, which allows customers to watch movies and TV shows online.
- Rakuten Bank: Rakuten offers a banking service, Rakuten Bank, which allows customers to earn rewards points for making purchases with their debit card.
- Rakuten Travel: Rakuten offers a travel booking service, Rakuten Travel, which allows customers to book flights, hotels, and rental cars online.

Etsy



Etsy is an e-commerce platform that allows individuals and small businesses to sell handmade, vintage, or unique factory-manufactured items. It was launched in 2005 and has grown to become a popular marketplace for buyers and sellers across the globe. The platform offers a wide range of products, including jewelry, clothing, art, and home decor.

Etsy

Strengths

- Strong brand recognition: Etsy is well-known for its focus on handmade and vintage goods, and has a large and loyal customer base.
- Large selection of unique products: Etsy offers a large selection of unique, handmade, and vintage products, which can attract customers looking for unique and personalized items.
- Support for small businesses: Etsy provides support and resources for small business owners and independent makers, which can help them grow their businesses and reach a wider audience.
- Strong community: Etsy has a strong and supportive community of sellers, buyers, and other stakeholders, which can help to foster a positive and collaborative environment.

Weaknesses

- Limited product range: While Etsy offers a large selection of handmade and vintage goods, it may not have the wide range of products found on other e-commerce platforms, which can limit its appeal to some customers.
- Competition from similar platforms: Etsy faces competition from other online marketplaces that offer handmade and vintage goods, which can make it difficult to maintain its position as a leader in this space.
- Limited visibility for sellers: Some sellers on Etsy may struggle to get their products seen by potential customers, which can make it difficult for them to grow their businesses.

Unique Features

- Focus on handmade and vintage goods: Etsy's focus on handmade and vintage goods sets it apart from other e-commerce platforms, and appeals to customers looking for unique and personalized items.
- Support for independent makers: Etsy provides resources and support for independent makers, which helps to promote and support small businesses and independent creatives.
- Strong community: Etsy has a strong and supportive community of sellers, buyers, and other stakeholders, which can help to foster a positive and collaborative environment.
- Personalization options: Etsy offers a range of personalization options for customers, such as the ability to request custom orders or make changes to existing products, which can help to create a more personalized shopping experience.

Mercado Libre

 Argentina

Mercado Libre is the largest online marketplace in Latin America, connecting millions of buyers and sellers across 18 countries. The platform offers a wide range of products and services, from electronics and fashion to real estate and automotive, as well as its own payment and logistics solutions.



Strengths

- Dominant market position: MercadoLibre is the leading e-commerce platform in Latin America, with a large market share in the region.
- Strong financial performance: MercadoLibre has a strong financial performance, with consistent revenue growth over the years.
- Wide range of products: MercadoLibre offers a wide range of products, including electronics, fashion, home goods, and more, which can attract a large number of customers.
- Convenient payment options: MercadoLibre offers a variety of convenient payment options, including cash on delivery, online bank transfers, and credit card payments, which can make it easier for customers to complete their purchases.

Weaknesses

- Competition: MercadoLibre faces competition from other e-commerce platforms, both in Latin America and globally, which can make it difficult to maintain its dominant market position.
- Limited international presence: MercadoLibre has a limited international presence outside of Latin America, which can limit its potential for growth.
- Dependence on key markets: MercadoLibre is heavily dependent on key markets, such as Brazil and Argentina, which can make it vulnerable to economic or political changes in those countries.

Unique Features

- MercadoPago: MercadoLibre operates a payment platform, MercadoPago, which allows customers to securely complete their purchases on the platform.
- MercadoEnvios: MercadoLibre offers a shipping platform, MercadoEnvios, which allows merchants to easily manage their shipping needs.
- MercadoShops: MercadoLibre offers a platform for merchants to create and manage their own online store, MercadoShops, which provides a user-friendly interface and customizable options for merchants.
- MercadoCrédito: MercadoLibre also offers a lending platform, MercadoCrédito, which provides financing options for customers and merchants, helping to facilitate transactions on the platform.
- Customer ratings and reviews: MercadoLibre allows customers to rate and review products and sellers, which helps to build trust and confidence in the platform.

Pinduoduo

 China

Pinduoduo is a Chinese e-commerce platform that specializes in group buying deals at lower prices. It leverages social networking to encourage users to share deals with friends and family to receive discounts.



Strengths

- Pinduoduo has a large and growing user base, especially among lower-tier cities and rural areas in China.
- Pinduoduo has a unique business model that leverages social media to drive sales, which helps to keep costs low and allows it to offer lower prices compared to other e-commerce platforms.
- Pinduoduo offers a variety of features to help users find the products they are looking for, including search and filtering tools, detailed product information, and customer reviews.

Weaknesses

- Pinduoduo's business model is heavily dependent on the participation of users, which means that it may be vulnerable to changes in user behavior or preferences.
- Pinduoduo may struggle to maintain its reputation for quality and reliability, as some of the products sold on the platform may be counterfeit or of poor quality.

Unique Features

- Pinduoduo's social media-driven business model allows it to generate substantial amounts of user-generated content, which helps to keep the platform engaging and dynamic.
- Pinduoduo offers group buying discounts, which makes it an attractive platform for price-sensitive customers.

Zalando

 Germany

Zalando is a European online fashion platform offering clothing, shoes, accessories, and beauty products. It was founded in 2008 and has become one of the leading online fashion retailers in Europe.



Strengths

- Huge selection of fashion items from various brands and designers.
- Good customer service, including free shipping and returns.
- Easy-to-use website and mobile app.
- Strong brand recognition and reputation in Europe.

Weaknesses

- Limited presence outside of Europe.
- Reliance on third-party sellers, which can lead to inconsistent product quality.
- Higher prices compared to other online fashion retailers.

Unique Features

- Personalized shopping experience through the use of data-driven recommendations and curated selections.
- Emphasis on sustainability, including a "sustainability filter" to help customers find eco-friendly products.
- Zalando Lounge, a members-only platform offering exclusive deals and discounts.



Key Takeaway

Understanding the strengths, weaknesses, and unique features of the world's top marketplaces is crucial for entrepreneurs looking to succeed in the competitive world of ecommerce. By analyzing the various aspects of these marketplaces, entrepreneurs can identify opportunities for differentiation and create effective strategies for success.



The World's Top 10 Marketplaces

Key Numbers

Number of Active Users

The chart on the right shows that Chinese marketplaces have significantly higher AAUs than other global marketplaces. There are several factors that could contribute to the reasons for the outperformance:

1. Population size

China has a much larger population than the United States, which means there are more potential customers for Chinese marketplaces.

2. Mobile usage

Mobile usage is more prevalent in China than in the United States. Chinese consumers are more likely to use their smartphones for online shopping, which makes it easier for them to access and use online marketplaces.

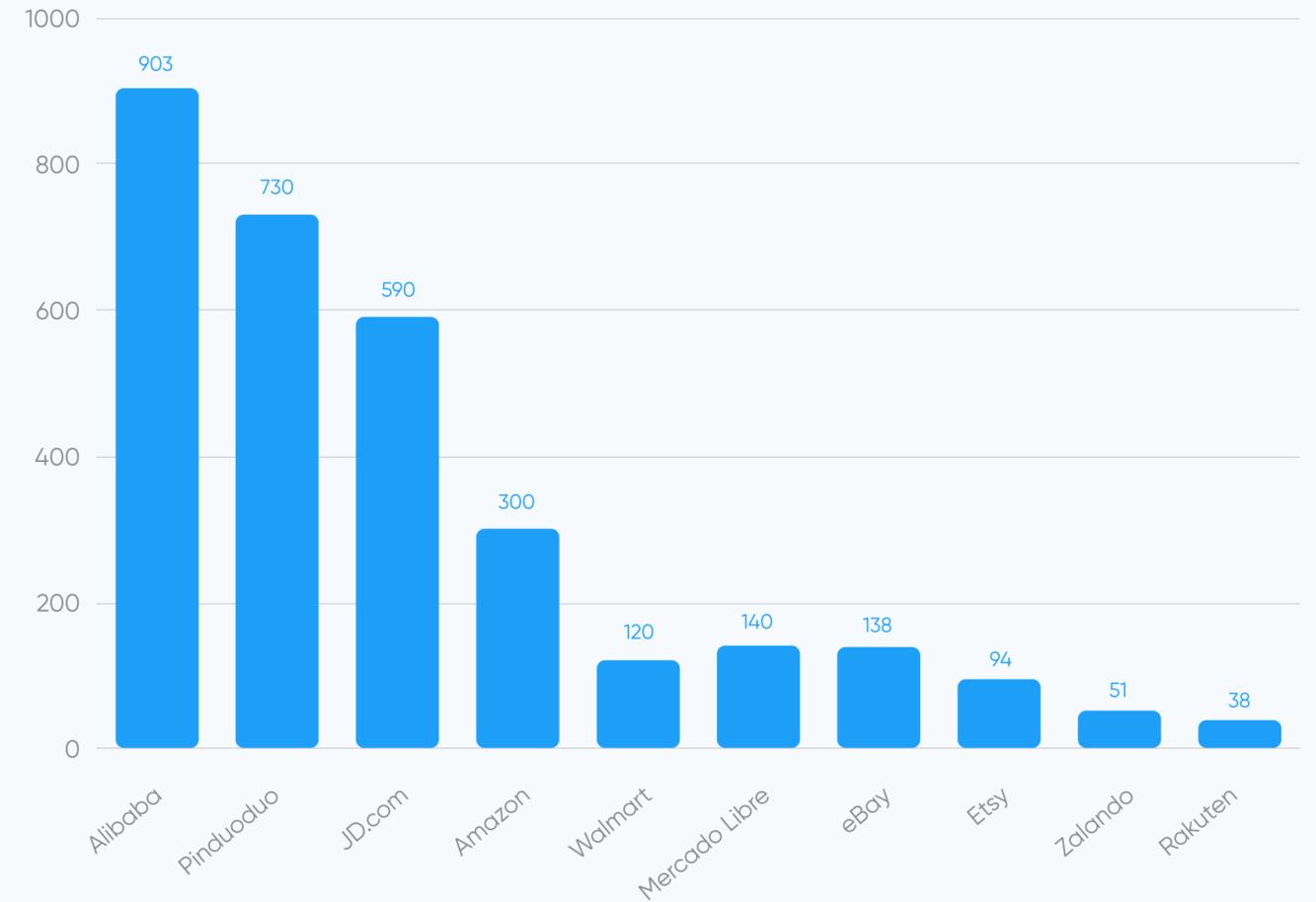
3. Social commerce

Social media and e-commerce are more integrated in China than in the United States. Chinese marketplaces often have social features that encourage users to share and promote products with their friends and family, which can lead to more user engagement and increased activity on the platform.

4. Trust issues

Trust issues are more prevalent in China due to counterfeit and low-quality products being sold on e-commerce platforms in the past. Chinese marketplaces have implemented measures to increase trust and transparency, which has led to higher user engagement and retention.

Annual Active Users (AAU), 2022 (in million users)



Annual Active Users (AAU) is a number of unique users who engage with a platform or service within a year. It is a common metric used to measure the size and growth of online platforms such as e-commerce marketplaces, social media networks, and mobile apps.

Number of Sellers

There has been a steady growth in the number of sellers in the e-commerce industry over the years, as more businesses shift towards online selling.

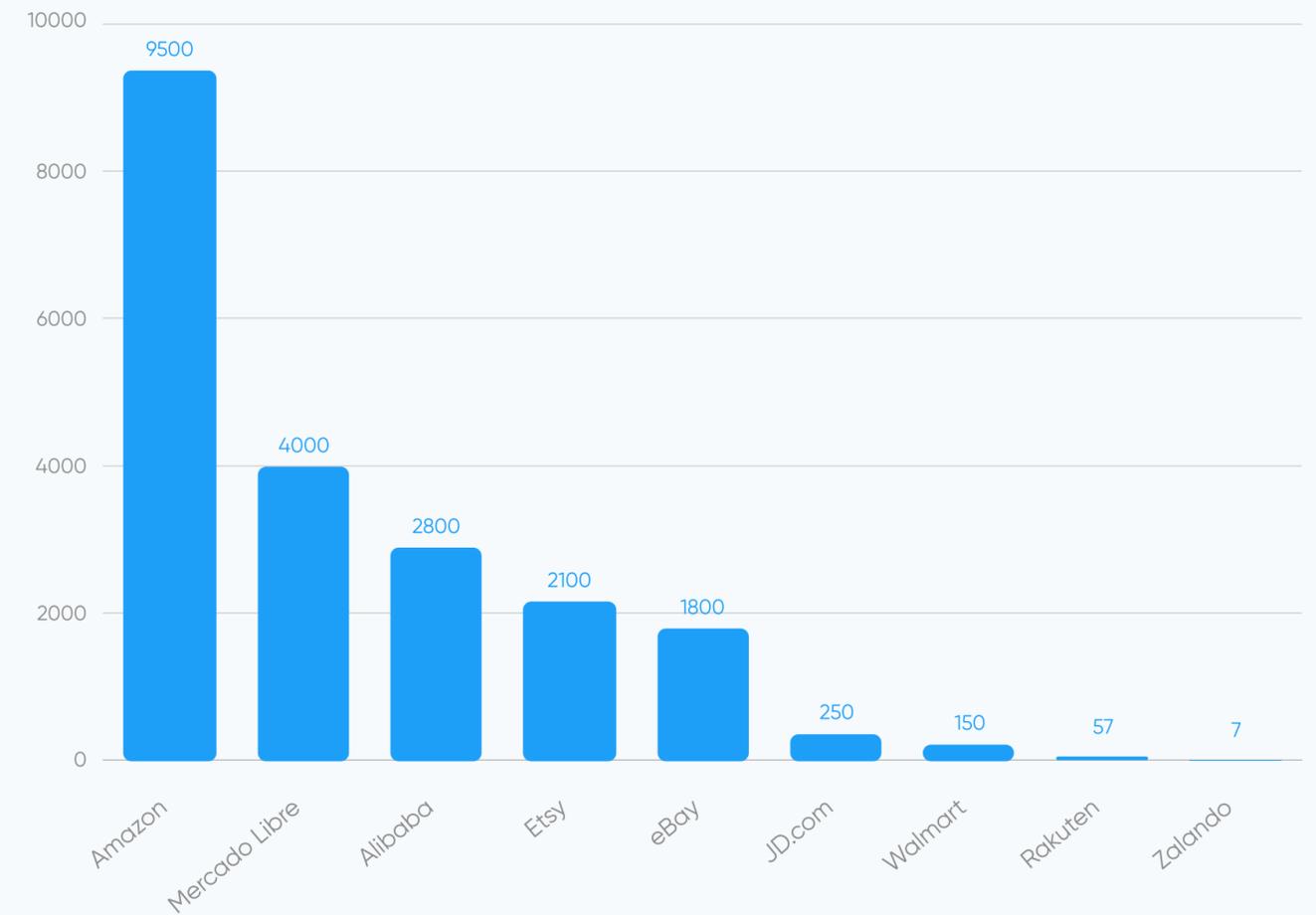
It's no surprise that number of sellers (merchants) on the world's largest marketplaces is increasing. Amazon, Alibaba, and Mercado Libre continue to dominate and attract a large number of sellers. For example, the number of sellers on Amazon increases by approximately 3,700 every day.

Additionally, niche marketplaces like Etsy have also seen significant growth as consumers increasingly seek out unique and handmade products.

The trend towards more sellers in ecommerce is expected to continue in the coming years, as more people turn to online selling as a way to supplement their income or start their own businesses. This growth is also likely to be driven by the increasing availability of ecommerce tools and platforms that make it easier than ever for anyone to start selling online.

20.8% of retail purchases are expected to take place online in 2023, according to Forbes

Number of Sellers, 2022-2023 (in thousands)



i The number of sellers in e-commerce refers to the total number of individuals or businesses that offer products or services for sale on an ecommerce platform or marketplace. It is an important metric for assessing the scale and competitiveness of an ecommerce platform, as well as its potential for growth and expansion.

Market Share

Market share of a company refers to the percentage of total sales or revenue in a particular market that is earned by a particular company or brand. It is a measure of a company's strength in a particular market, and can be used to evaluate its competitive position relative to other companies.

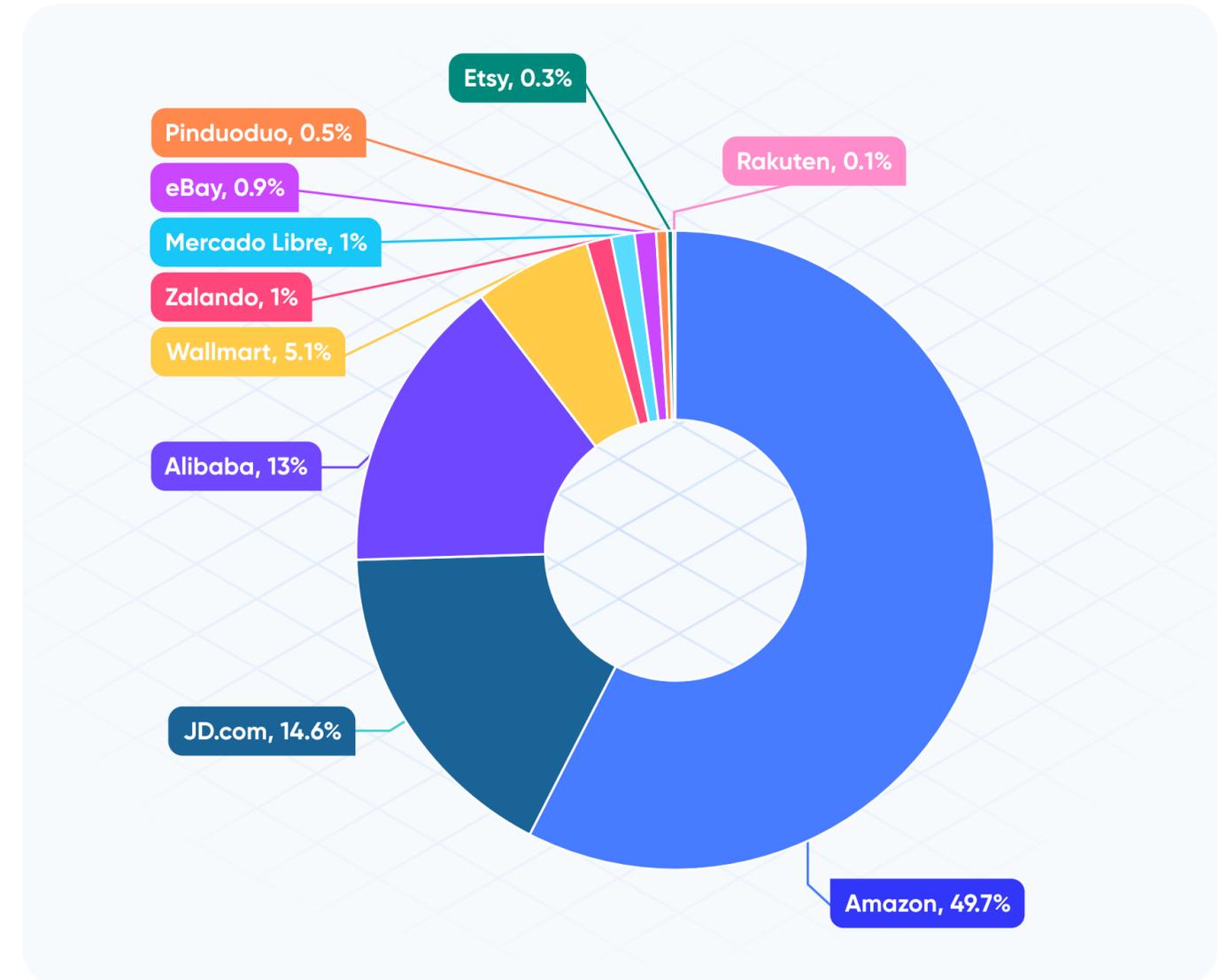
A company's market share can be calculated by dividing its total sales or revenue in a market by the total sales or revenue of all companies in that market.

$$\text{Market Share} = \frac{\text{Total Company Sales}}{\text{Total Industry Sales}}$$

\$1,034.10 billion

Total sales in the e-commerce industry in 2022

According to the calculations, Amazon has the largest market share of the top ten global marketplaces considered - it is almost 50%. It is followed by Chinese marketplaces Alibaba and JD.com with 14.67% and 13.01%, respectively.



i Market share is the percentage of total sales within a particular industry or market that is held by a particular company or brand. Market share can be used as an indicator of a company's competitive position within a particular market or industry.

Total Employee Number

2018-2022

The table below shows the dynamics in total employee number in the World's Top 10 marketplaces (in thousands)

	2018	2019	2020	2021	2022
Walmart	2300.0	2200.0	2200.0	2300.0	2300.0
Amazon	647.5	798.0	1298.0	1608.0	1541.0
JD.com	178.9	227.7	314.9	385.4	390.0
Alibaba	101.6	116.5	252.1	259.3	239.7
Rakuten (ebates)	17.2	20.1	23.8	28.3	-
Zalando	15.6	13.8	14.2	17.0	17.0
eBay	14.0	13.3	12.7	10.8	11.6
Mercado Libre	2.4	3.5	5.2	9.5	13.9
Etsy	0.5	1.2	1.4	2.4	2.8

* The figures in the table show the number of employees from all departments, including e-commerce departments

Overall, all companies have seen steady growth over the past five years, with a slight dip in 2022 for companies like Amazon and Alibaba.

However, according to the latest 2023 news, more and more companies on the list are cutting jobs. For the most part, plans to lay off employees are being reported mostly by U.S. companies. For example, as of March 2023, Walmart is laying off hundreds of workers at its e-commerce facilities. At the same time, in continuation of the previous year's layoff policy, Amazon plans to lay off 9,000 employees in 2023.

The above-mentioned companies explain their decisions by a continued economic downturn and stagnating sales.

i Total employee number refers to the total count of individuals who are employed by a particular company or organization. It includes full-time, part-time, and temporary workers, as well as any contractors or freelancers that the company may use. This number can be used as a measure of the size and scale of a company, as well as its capacity to carry out various operations and tasks.



Key Takeaway

1

The Chinese marketplaces have higher AAUs than other global marketplaces, which could be attributed to factors such as the country's larger population, higher mobile usage, more integrated social commerce, and trust issues.

2

The number of sellers on e-commerce platforms such as Amazon and Alibaba continues to grow, with niche marketplaces like Etsy also seeing significant growth.

3

Market share is an important metric used to assess a company's competitive position within a particular industry or market, and Amazon currently has the largest market share in the e-commerce industry.

4

Recent news suggests that some companies, particularly in the U.S., are cutting jobs due to an economic downturn and stagnating sales.





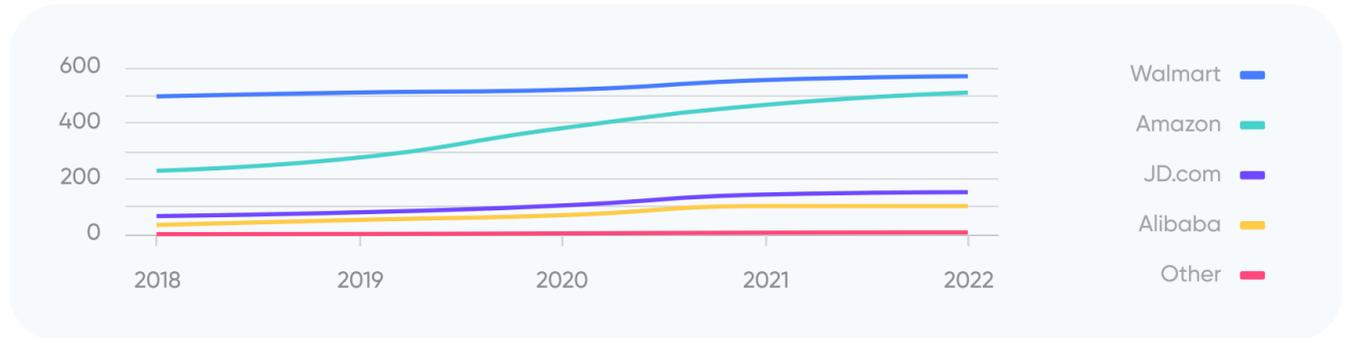
The World's Top 10 Marketplaces

Financials

Annual Revenue

The following table provides the data on annual net income from 2018 to 2022 (in \$ billion)

	2018	2019	2020	2021	2022
Walmart	500.34	514.4	523.96	559.15	572.75
Amazon	232.89	280.52	386.06	469.82	513.98
JD.com	69.89	83.52	108.07	147.38	155.76
Alibaba	37.92	56.18	73.17	105.87	105.87
Rakuten	9.97	11.06	13.64	15.33	14.33
eBay	8.65	7.43	8,89	10.42	9.78
Zalando	6.36	7.25	9.11	12.25	10.91
Pinduoduo	1.99	4.36	8.62	14.55	19.44
Mercado Libre	1.44	2.29	3.97	7.07	10.54
Etsy	0.60	0.81	1.72	2.33	2.56



Over the past five years, the world's top 10 marketplaces have seen stable and consistent growth in their annual revenue. Starting in 2018, the total annual revenue generated by these marketplaces was around \$900 billion, and this number steadily increased to \$1.4 trillion in 2022.

This growth is driven by a combination of factors, including an increase in the number of active users and sellers, expansion into new markets and product categories, and the adoption of new technologies such as artificial intelligence and machine learning. Despite some challenges such as increasing competition and changing consumer behavior, these marketplaces have been able to maintain steady growth, demonstrating their resilience and adaptability in a rapidly evolving ecommerce landscape.

Overall, this growth in revenue is a promising sign for the future of e-commerce, and suggests that marketplaces will continue to play a significant role in the global economy.

i Annual revenue is the total amount of money earned by a company during a fiscal year from all of its operations, including sales of products or services, investments, and any other income streams. It is a key financial metric used to evaluate a company's financial performance and growth over time.

Annual Gross Profit

The following table provides the data on annual gross profit from 2018 to 2022 (in \$ billion)

	2018	2019	2020	2021	2022
Amazon	93.73	114.98	152.75	197.47	225.15
Wallmart	125.94	129.10	129.35	138.83	143.75
Alibaba	22.83	25.31	32.10	45.19	49.47
JD.com	9.59	12.12	16.72	20.25	21.32
Pinduoduo	1.54	3.44	5.82	9.63	14.75
eBay	6.62	5.84	7.09	7.77	7.11
Mercado Libre	0.69	1.10	1.70	3.00	5.16
Zalando	2.69	3.08	3.87	5.11	4.30
Etsy	0.41	0.54	1.26	1.67	1.82
Rakuten	0.67	-0.02	-1.16	-2.59	-2.37

This table shows the growth in annual gross profit among the world's top marketplaces from 2018 to 2022.

Amazon and Walmart have consistently shown strong growth, with Amazon's gross profit increasing from \$93.7 billion in 2018 to \$225.2 billion in 2022, while Walmart's gross profit has grown from \$126.9 billion in 2018 to \$143.8 billion in 2022. Alibaba and JD.com have also shown significant growth in their gross profit over the years. Other marketplaces have also shown growth, albeit with some fluctuations.

There could be several reasons why gross profits in e-commerce rise, including increased consumer demand for online shopping, improvements in supply chain efficiency, adoption of new technologies that enhance customer experiences and reduce costs, expansion into new markets and geographies, and effective marketing strategies.

Additionally, some ecommerce companies have leveraged the growth opportunities created by the pandemic, such as increased online shopping and the shift to remote work, to drive sales and profits.



Annual gross profit is the total revenue minus the cost of goods sold for a given year. It represents the amount of money a company has left after accounting for the direct costs associated with producing and selling its products or services. Gross profit is an important measure of a company's financial performance because it reflects the company's ability to generate revenue and manage its costs effectively.

Annual Net Income

The following table provides the data on annual revenue from 2018 to 2022 (in \$ billion)

	2018	2019	2020	2021	2022
Alibaba	9.710	13.100	21.450	22.220	9.690
Amazon	10.070	11.590	21.330	33.360	-2.722
Walmart	9.862	6.670	14.880	13.510	11.680
JD.com	-0.377	1.764	7.159	-0.551	1.547
eBay	2.530	1.786	5.667	13.610	-1.269
Etsy	0.077	0.096	0.349	0.493	-0.694
Zalando	0.061	0.112	0.258	0.277	0.017
Mercado Libre	-0.036	-0.172	-0.001	0.083	0.482
Pinduoduo	-1.546	-1.009	-1.040	1.200	4.695
Rakuten	1.288	-0.292	-1.070	-1.220	-2.057

The eCommerce industry experienced an exceptional surge in growth during the pandemic. However, by 2021, the exponential increase in web traffic for most eCommerce product categories had decelerated as physical stores resumed operations, and consumers reverted to their pre-pandemic lifestyle.

The data above shows a significant drop down of the largest American marketplaces' net income in 2022. Amazon's net income dropped by approximately \$2.7 billion compared to the previous year. Brad Jashinsky, director analyst at research firm Gartner's marketing practice, said Amazon has been grappling with a slowdown in consumer demand due to "the continuing impacts of broad scale inflation, heightened fuel prices, rising energy costs".

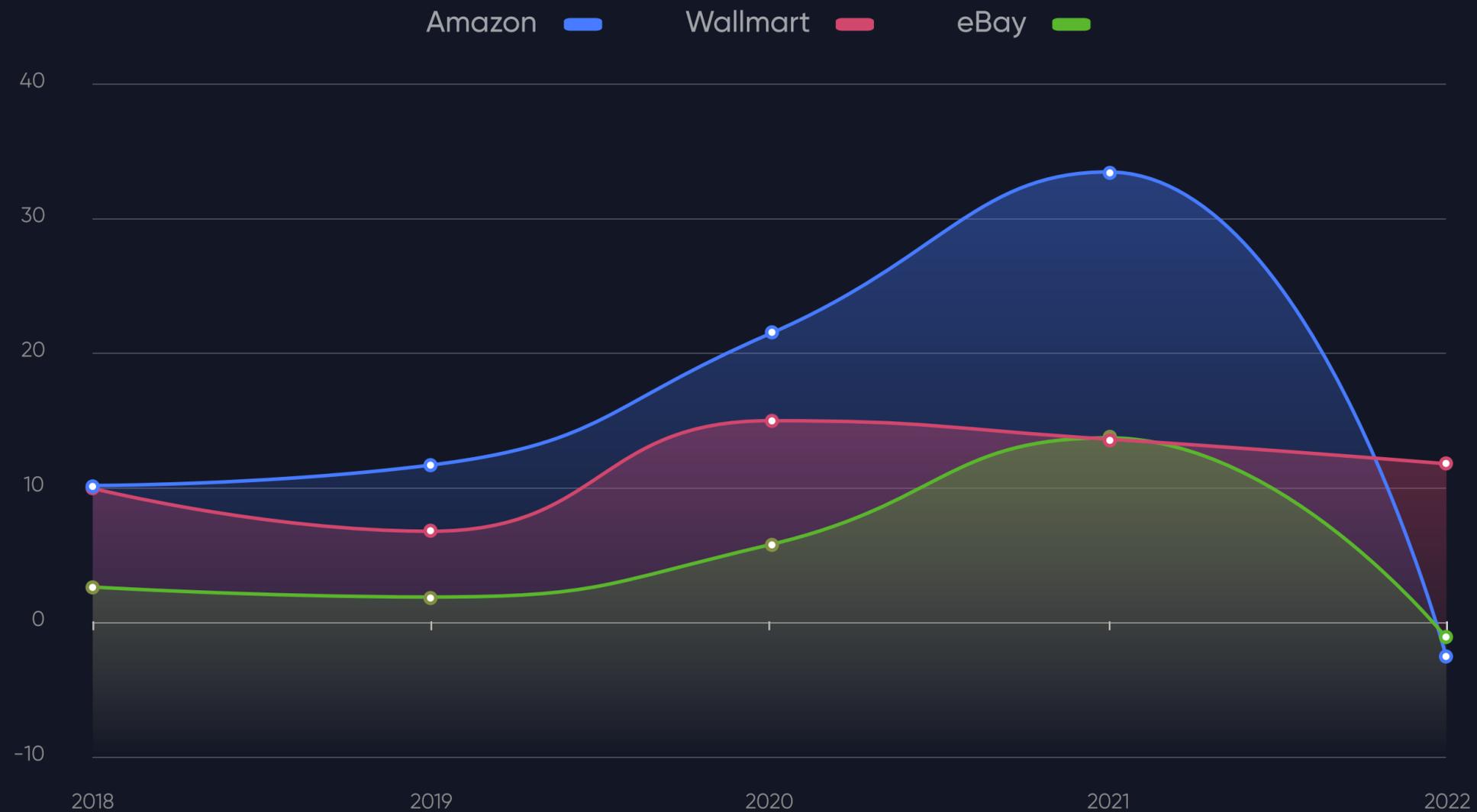
Among the reasons of e-Commerce slow-down:

- Inflation is at its peak
- Consumer sentiment has declined
- In-store sales are rising
- People are spending less than they did in 2021

In the long term, the e-commerce market has plenty of room to grow. Retailers and brands that experienced a surge in online sales during the pandemic are expected to continue leveraging omnichannel strategies and direct-to-consumer (DTC) methods to engage with customers and enhance their relationships with them.

i Annual net income, also known as net profit, is the amount of money a company earns in a given year after deducting all of its expenses, taxes, and interest payments from its revenue. It represents the profit that remains for the company's shareholders after all of its financial obligations have been met.

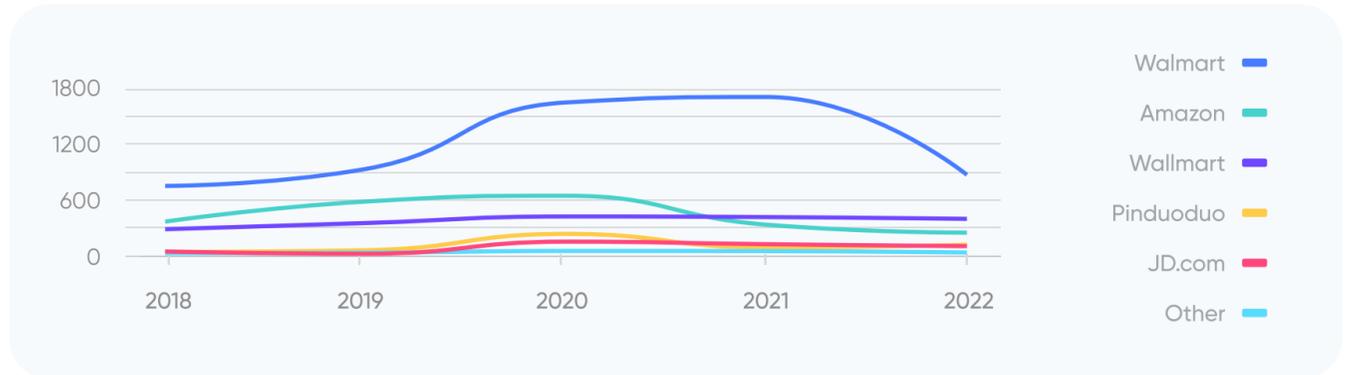
Here's the chart showing **Annual Net Income drop down** in the largest marketplaces of USA, 2022



Market Capitalization

The following table provides the data on the World's top 10 marketplaces' market capitalization from 2018 to 2022 (in \$ billion):

	2018	2019	2020	2021	2022
Amazon	737.47	920.22	1638.00	1697.00	856.94
Alibaba	352.53	569.01	631.28	319.25	233.22
Walmart	270.62	337.17	407.84	401.35	382.38
Pinduoduo	25.00	43.97	220.08	73.71	103.11
JD.com	30.43	51.04	136.40	108.99	87.87
Mercado Libre	13.24	28.43	83.54	67.98	42.56
eBay	25.68	28.74	34.37	39.50	22.50
Zalando	6.45	10.45	27.24	20.47	9.26
Etsy	5.70	5.24	22.39	27.81	15.05
Rakuten	9.06	11.18	13.08	15.41	6.90



Knowing a company's market cap is important because it can give investors insight into the company's growth potential, risk level, and relative size compared to other companies. It can also impact the level of liquidity of a stock, as larger companies with higher market caps tend to have higher trading volumes and greater access to capital markets.

The chart shows that the market cap of several world's biggest marketplaces such as Amazon, eBay, and Alibaba drops down during the last year. This indicates a trend of a slowdown in the growth of the e-commerce industry.

A decline in market cap could suggest that investors are becoming more cautious and uncertain about the future growth prospects of these companies and the industry as a whole. However, it's essential to consider other factors such as economic conditions, industry competition, and company-specific issues that could be contributing to the decline in market cap.



Market capitalization, or market cap, is a measure of the total value of a publicly traded company. It is calculated by multiplying the number of outstanding shares by the current market price of each share. Market cap provides an indication of the size and worth of a company, and is used by investors to evaluate investment opportunities.



Key Takeaway

1

The world's top 10 marketplaces have seen stable and consistent growth in their annual revenue over the past five years, driven by an increase in active users and sellers, expansion into new markets and product categories, and adoption of new technologies.

2

A decline in market cap among some of the world's biggest marketplaces suggests a trend of a slowdown in the growth of the e-commerce industry, potentially due to factors such as economic conditions, industry competition, and company-specific issues.

3

The eCommerce industry experienced a surge in growth during the pandemic, but by 2021, the exponential increase in web traffic had decelerated as physical stores resumed operations and consumer sentiment declined.

4

The growth in annual gross profit among the world's top marketplaces has been significant, with some companies leveraging growth opportunities created by the pandemic to drive sales and profits.





The World's Top 10 Marketplaces

Report Summary



Feature Outlook and Recommendations

Over the past five years, the world's top marketplaces have seen stable and consistent growth in their annual revenue, reaching \$1.4 trillion in 2022, driven by an increase in active users and sellers, expansion into new markets and product categories, and the adoption of new technologies. However, despite this growth, the e-commerce industry experienced a slowdown in 2022 due to different reasons, including inflation, rising energy costs, and declining consumer sentiment.



E-Commerce Trends

One trend that is expected to shape the e-commerce industry in 2023 is the **increasing focus on omnichannel strategies and direct-to-consumer (DTC) methods**, as retailers and brands that experienced a surge in online sales during the pandemic continue to enhance their relationship with customers. This includes offering more personalized experiences and leveraging emerging technologies such as augmented and virtual reality to improve the customer experience.

Another trend that is expected to impact the e-commerce industry in 2023 is **the rise of niche marketplaces**, which offer a curated selection of products to a specific target audience. Niche marketplaces have been gaining popularity due to their ability to provide a more personalized experience for customers and enable smaller businesses to compete with larger players.

Additionally, **sustainability** is becoming an increasingly important factor in the e-commerce industry, with consumers demanding more eco-friendly and socially responsible products and practices. This trend is driving companies to adopt more sustainable practices, such as reducing their carbon footprint and using eco-friendly packaging materials.



Feature Outlook and Recommendations



Artificial Intelligence in E-Commerce

In terms of technology, the adoption of artificial intelligence and machine learning is expected to continue to transform the e-commerce industry in 2023. AI-powered chatbots and voice assistants are becoming more common in customer service, while machine learning algorithms are being used to improve product recommendations and personalize the customer experience.



Challenges

However, there are challenges ahead for the e-commerce industry, including increasing competition, changing consumer behavior, and the impact of geopolitical events. Companies that are able to adapt and innovate in response to these challenges will be better positioned for success in the rapidly evolving e-commerce landscape.



Feature Outlook and Recommendations

Experts' Opinion

According to Euromonitor, there are three e-commerce trends that will change retail in 2023:

1. Social commerce

Social media platforms are increasingly being used as e-commerce channels, with features such as Instagram Checkout and Facebook Marketplace allowing consumers to make purchases directly from social media. This trend is expected to continue in 2023, with more social media platforms integrating e-commerce functionality.

2. Digital payments

The pandemic has accelerated the adoption of digital payments, with consumers increasingly using digital wallets and mobile payment apps to make purchases. This trend is expected to continue in 2023, with more retailers offering digital payment options to meet consumer demand.

3. Live commerce

Live streaming e-commerce, where products are showcased and sold through live video broadcasts, is gaining popularity, particularly in Asia. This trend is expected to expand globally in 2023, as more retailers adopt this innovative way of engaging with customers and driving sales.

Conclusion

Overall, the e-commerce industry is expected to continue to grow and evolve in 2023, with companies that prioritize customer experience, sustainability, and innovation well positioned for success.



Key Takeaway

1

Artificial intelligence and machine learning are expected to transform the e-commerce industry in 2023, with chatbots, voice assistants, and machine learning algorithms enhancing customer service and personalization.

2

The industry faces challenges such as increasing competition, changing consumer behavior, and geopolitical events, but companies that adapt and innovate will succeed.

3

Three key e-commerce trends for 2023 are social commerce, digital payments, and live commerce.

4

The industry is expected to continue to grow and evolve, with a focus on customer experience, sustainability, and innovation.





Niche and Global Marketplaces: Competition in 2023

The financials of some of the top global marketplaces like Amazon, eBay, and Etsy have been dropping down in the past year, and this may present a unique opportunity for entrepreneurs to create their own niche marketplaces. Niche marketplaces have been gaining popularity in recent years as more consumers are looking for specialized products and services that cater to their specific needs.



Niche marketplaces are online marketplaces that specialize in a specific product category, industry, or target market. Unlike general marketplaces like Amazon or eBay, niche marketplaces cater to a specific audience and offer a more curated selection of products.

1

What are niche marketplaces?

Niche marketplaces allow businesses to focus on a specific product or service, and as a result, they are able to provide more specialized offerings to their customers. For example, a niche marketplace may focus solely on organic and natural skincare products, providing consumers with a more personalized shopping experience.

2

What experts think of niche marketplaces?

According to Forbes, niche marketplaces are the future of e-commerce. They allow businesses to differentiate themselves from larger, more established players and provide a more personalized experience to their customers. This is particularly important in today's market where consumers are looking for more authentic and unique products.

Neil Patel, a digital marketing expert, notes that niche marketplaces have lower competition than larger e-commerce platforms. This provides an opportunity for smaller businesses to enter the market and gain a foothold in a specific niche. Additionally, niche marketplaces have the advantage of being more flexible, as they are able to pivot and adapt quickly to changing market trends.

Sprout Social highlights some key trends in e-commerce that niche marketplaces can leverage. These include the growth of social commerce, the rise of mobile commerce, and the increasing demand for sustainable and eco-friendly products. Niche marketplaces that cater to these trends can gain a competitive advantage over larger e-commerce platforms.



Key Takeaway

The drop in financials of top global marketplaces presents an opportunity for entrepreneurs to create niche marketplaces that cater to specific customer needs. Experts believe that niche marketplaces are the future of e-commerce and provide an opportunity for smaller businesses to differentiate themselves from larger players and provide a more personalized experience to their customers. Niche marketplaces also have the advantage of being more flexible and able to adapt quickly to changing market trends.



Sources

1. <https://ycharts.com/>
2. <https://www.crunchbase.com/>
3. <https://www.businessofapps.com/>
4. <https://www.macrotrends.net/>
5. <https://www.annualreports.com/>
6. <https://www.researchandmarkets.com/reports/5134756/global-b2b-e-commerce-market-2021-2030-by>
7. <https://www.modernretail.co/technology/amazon-swings-to-a-loss-for-2022-as-sales-from-e-commerce-drop-in-q4>
8. <https://influencermarketinghub.com/state-of-ecommerce-pandemic/>
9. <https://www.morganstanley.com/ideas/global-ecommerce-growth-forecast-2022>
10. <https://www.similarweb.com/blog/ecommerce/retail-insights/niche-marketplaces/>
11. <https://neilpatel.com/blog/b2c-niche-marketplaces/>
12. <https://www.forbes.com/sites/forbestechcouncil/2022/05/09/why-niche-vertical-marketplaces-are-the-future>
13. <https://roobykon.com/blog/posts/130-how-niche-e-commerce-can-let-you-build-a-space-of-profit>
14. <https://sproutsocial.com/insights/ecommerce-trends/>



**#1 platform for
launching online
marketplaces**

cs-cart.com

sales@cs-cart.com

 [Contact me via WhatsApp](#) →

 [Choose a time for a video call](#) →



The most popular platform for starting a marketplace fast



Try for free

