



Global eCommerce: Navigating Marketplaces around the World

Going global is a strategic maneuver for brands that want to expand their footprint and cash in on opportunities like diverse revenue streams, high returns on investments, and exploring new markets. Online shopping has exploded with digitalization, and selling within your country could lead

to missing out on terrific global growth opportunities.

Since buyers worldwide are looking for products that aren't available in their domestic market, they opt for cross-border online shopping. By opening up to the global market, brands can place their products in front of hundreds of millions of new potential buyers. Global marketplaces provide the infrastructure, platform, customer service, and ease of access for brands to expand their customer base.

In this eBook, you'll learn more about the top global marketplaces and how to expand your brand beyond demographic boundaries.

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1. The Importance of Global Expansion

Improve market perception

A critical benefit of international business expansion is increasing credibility through brand awareness amongst a global audience. Further, global demographics of a brand's clientele also impact consumers' perception of the brand, especially for brands in the luxury industry.

Establish new revenue streams

A new market allows brands to diversify their product portfolio. Although global expansion requires a lot of research, it has the potential to fill gaps and open new opportunities in your revenue streams that might not be possible in your domestic market.



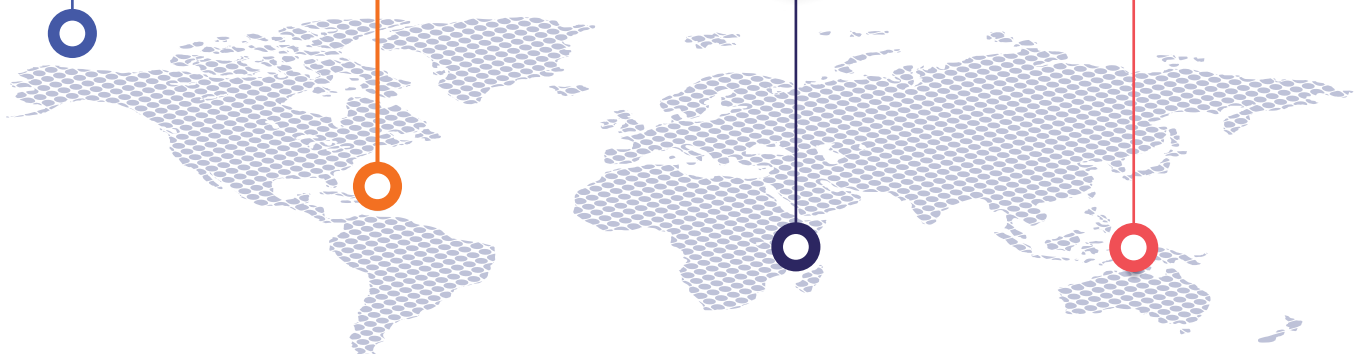
Grow revenue in new markets

U.S. based companies like Nike and IBM maintain operations in the Netherlands because they can directly access 170 million European consumers. While large companies build a D2C website, small businesses can go global by selling on international marketplaces to reach more consumers, and increase sales.



Beat the competition

Global expansion allows brands to gain new customers, develop new relationships, corner markets, and establish brand recognition. For example, in 2012, Gillette had a commanding share of about 70% of the U.S. market when a new entrant, Dollar Shave Club (DSC) launched its razor business. Over the years, DSC expanded to Canada, the UK, and Australia. DSC's expansion to global markets posed a challenge to Gillette and Gillette's market share eroded to 52.8% in 2018.



2. Choosing the right marketplace

Marketplaces by Target Audience

Business-to-Business (B2B)

A B2B marketplace connects B2B sellers and buyers where sellers are retailers, suppliers, wholesalers, and manufacturers, and customers are other businesses. They can have a commission-based, subscription-based, or listing fee-based business model.

Examples:

Alibaba, Amazon Business, eWorldTrade



Business-to-Customer (B2C)

In a B2C marketplace, businesses sell their products and services directly to customers. They are one-stop online platforms that sell a wide range of products from multiple vendors ranging from groceries to personal care items, fashion to the latest tech gadgets.

Examples:

Amazon, Rakuten, Zalando



Customer-to-Customer (C2C) or Peer-to-Peer (P2P)

Peer-to-Peer (P2P), or Customer-to-Customer (C2C) marketplaces connect one person who has a product or service with another person looking for that exact product or service in exchange for money. Every peer can be a consumer and a service provider in this marketplace.

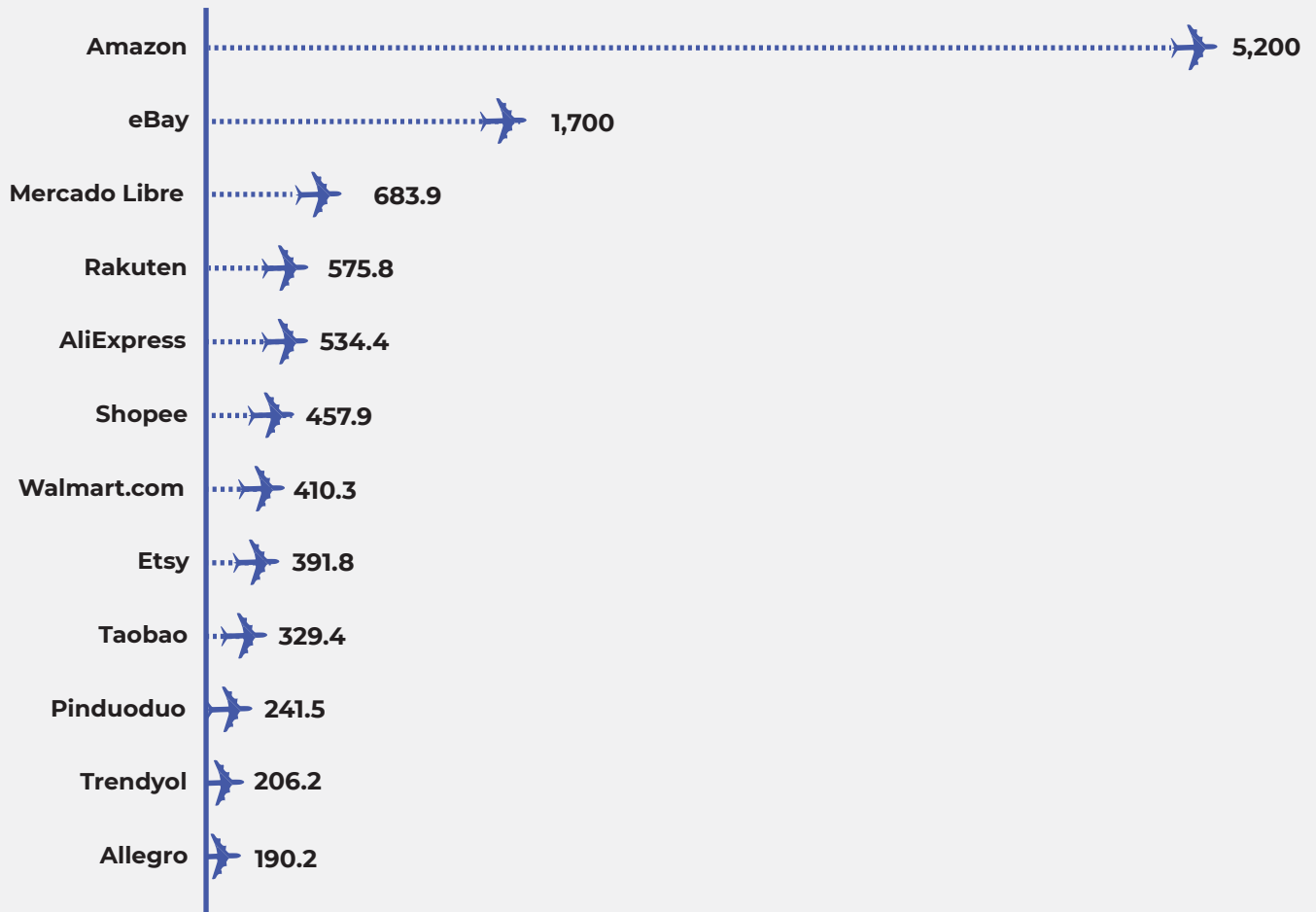
Examples:

Uber, Airbnb, Etsy



3. Leading Online Global Marketplaces

Leading Global Marketplaces by Visits



Headquarters: Founded in 1994, in Bellevue, WA

Why you should sell on Amazon

Access to enormous volumes of traffic and customers.
Hence customer acquisition cost is 0

Access to 200 million Prime members across 22 countries

Option to outsource logistics to Amazon via FBA

Operates through 18 marketplaces (websites) worldwide

amazon

Visits:
5.2 billion/ month

ebay

Visits:
1.7 billion/month

Headquarters: Founded in 1995, in San Jose, CA

Why you should sell on eBay

Like Amazon, eBay has a large audience base, 152 million active users

eBay offers free shipping on 69% of products making it more accessible for buyers and sellers

Access to 190 markets worldwide

Sellers can ask shoppers to bid on an item or buy it upfront.

Guaranteed delivery in 3 days or less

Headquarters:

Founded in 1997 in Tokyo, Japan

Why should you sell on Rakuten

B2B2C platform described as Amazon of Japan

Features 12 million U.S. members

Available in 30+ countries and access to 1.5 billion members across the globe.



Rakuten

Visits:

575.8 million/month



Visits:

668 million/month

Headquarters: 1999, Latin America

Why should you sell on Mercado Libre

The largest online commerce ecosystem in Latin America with based on unique visitors and page

views Global Selling Program for international sellers like U.S. brands to showcase their products

Available in 18 out of 21 Latin American countries

Headquarters: Founded in 2015 in Singapore

Why should you sell on Shopee

Top eCommerce site in Malaysia and Taiwan
Operates in 13 countries across Asia, South America, and Europe

Buyers and sellers can communicate and transact



Visits:

457.9 million/month



Visits:

534.4 million/month

Headquarters: Founded in 2009 in China

Why should you sell on AliExpress

B2C platform, connecting small to medium businesses with consumers.

150+ million buyers as of December 2020

Available in more than 230 nations across the world

Headquarters: Founded in 1962 in Arkansas, United States

Why should you sell on Walmart

An invite-only platform with strict seller selection criteria, leading to less competition for new businesses.

Access to a huge customer base and impressive brand recognition as a brick-and-mortar leader.

Sellers can access cutting-edge features such as free two-day shipping, advanced analytics tools, and secure transactions.



Visits:

410.3 million/month

3. Leading Online Global Marketplaces

Leading Global Marketplaces by Category



Electronics

Asia-Pacific is the largest part of the global electronic products market, accounting for 49.4% of 2020



32.6M - U.S.



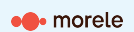
20.3M - Canada



9.5M - Poland



9.0M - Switzerland

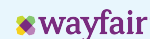


5.0M - Poland



Homewares

The global Homeware market size was valued at \$1,395.73 billion in 2020, and is estimated to reach \$2,028.68 billion by 2028.



179.1M - U.S



49.8M - Europe



32.5M - U.S.



2.7M - India



12.3M - Europe



Beauty

The global beauty industry is worth \$511 billion whereas the Asia-Pacific region holds almost 50% of the global market share.



134.8M - France



79.2M - U.S.



54.4M - U.S.



46.9M - India



45.2M - U.S.



Books

The Global Book Publishing Market size in 2022 was \$112.5 billion.



22.5M - USA



15.1M - Global



1.8M - USA



1.5M - USA



1.5M - Germany



Fashion

The global apparel market is projected to grow by 2.25 trillion dollars by 2025



134.8M - Germany



79.2M - UK



54.4M - Lithuania



46.9M - U.S.



45.2M - U.S.

4. Developing a Successful Marketplace Strategy

To stand out and shine in a crowded marketplace is not easy. Especially post pandemic when more and more brands & turning to eCommerce and selling online. This is why having a robust **Digital Shelf** becomes critical. Your Digital Shelf is all of the ways your customer digitally interacts with your brand, not only on marketplaces but on your DTC website & shoppable social media. This is why brands need to closely track & optimize their Digital Shelf KPIs like assortment, availability, pricing, ratings & reviews, product discoverability & product content to increase their online sales.

Share of Search

Help shoppers find your brand with ease!

Keyword and navigation searches are the top ways consumers discover products on marketplaces. As more and more brands ramp up their online presence, standing out on these crowded marketplaces becomes essential. Brands need to **improve their online product visibility** & track how they rank in both organic & sponsored results v/s their competition.

Assortment and Availability

Maximize conversions by tracking Availability!

Brands must map out a comprehensive **assortment strategy** to balance their merchandise offering across marketplaces to address challenges like limited space and out-of-stock items. Having a near real-time view on stock availability is crucial to driving sales. Your customer can only buy your product when it is available, so every brand should strive to reduce latency periods between stock replenishment.

Pricing & Promotions

Measure & Improve the effectiveness of online promos.

Customers often compare prices across products and e-tailers. And that is why it is crucial for brands to remain competitive by benchmarking their pricing & promotional strategies against their competitors.

Rating & Reviews

Adapt to customer feedback to drive sales

Ratings & Reviews play a key role in helping brands drive their Digital Shelf experience. Customers trust UGC (user generated content) more than content brands share with them. Brands need to tune into the pulse of customer sentiments to understand their preference and create a seamless customer experience.

Content Audit

Get Discovered with Optimized content

Every detail on your product pages, from titles, descriptions, images, and ratings, should encourage customers to hit the buy button. From aligning content to the marketplace guidelines, creating keyword-rich copies, designing the right visual assets, to auditing listings across platforms, you can monitor metrics and fill gaps to influence purchase decisions.

Is your Brand ready to enter new markets and sell on global marketplaces? Or do you want to optimize your digital shelf before taking your brand on the global stage? Our team can DataWeave can help!

Reach out to our Digital Shelf experts to learn more.

About Dataweave

DataWeave is a leading provider of advanced sales optimization solutions for e-commerce businesses, consumer brands and marketplaces. The AI-driven proprietary technology and language-agnostic platform aggregates consumable and actionable Competitive Intelligence across 500+ billion data points globally, in 25+ languages, with insights to performance for more than 400,000 brands across 1,500+ websites tracked across 20+ verticals, to ensure online performance is always optimized.

Sources & References:

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PAGE 6 • Statista, AlliedMarketResearch, Globenewswire, IbisWorld, DealsOnHealth

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