
Description: Digital commerce software continues to be one of the fastest growing vertical in the overall enterprise applications software market. Organizations can now generate revenue through a multitude of digital channels incorporating mobile commerce and mobile payments, social commerce through social media platforms such as Facebook, and even local commerce utilizing GPS technology to deliver personalized deals to consumers based on their location. The growth in the Internet of Things (IoT), increasing adoption of Cloud Based Services and new development in wireline and wireless communications networks is providing impetus to the Digital Commerce Software market. The major challenges faced by the business with Digital Commerce Software is the integration of the software with the existing legacy systems, such as SAP and other CRM systems, especially with the additional ad hoc software that have been added over the years in order to facilitate the current needs of the organizations.

The Global Digital Commerce Software Market is estimated to be worth $4 billion in 2015 and is projected to reach to $8.68 billion by 2020 at a CAGR of 16.73%. North America is the dominating the worldwide market with a share of 36.10% in 2015, followed by Asia Pacific and European regions. Asia Pacific is showing a highest growth with a CAGR of 18.60% over the forecast period. The top contribution in driving the growth for digital commerce market is gained from the US, Japan, China, UK and Germany. Cloud deployment for digital commerce software is estimated to account for 49.85% in 2015 and is projected to increase to 68.12% of the worldwide market by the end of 2020.

The Global Digital Commerce Software Market is segmented on the basis of Component (Software, Services), Deployment (On-Premise, Cloud, Hybrid), Region (North America, Europe, Asia Pacific, Rest of World) with further country wise segmentation. The market is also segmented on the basis of Industry Verticals such as Retail, Financial Services, Travel and Tourism, Communications, Entertainment &Media and other industries. Retail Industry is leading in Global Digital Commerce Software Market with a projected market of $2.88 billion by the end of 2020.

The report also considers key trends that will impact the industry and key profiles of leading suppliers of Digital Commerce Software Market. Some of the top companies mentioned in the report are SAP, IBM, Oracle, Demandware Inc., Digital River, Netsuite, Internshop, Micros Systems, Volusion, eBay Enterprise, TCS, Cleverbridge, MarketLive, Shopify and Others. This report also describes a detailed study of the Porter’s five forces analysis of the market. All the five major factors in these markets have been quantified using the internal key parameters governing each of them. It also covers the market landscape of these players which includes the key growth strategies, geographical footprint, and competition analysis.

What the report offers

Market Definition for Digital Commerce Software along with identification of key drivers and restraints for the market.
Market analysis for the Global Digital Commerce Software Market, with region specific assessments and competition analysis on a global and regional scale.
Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a global and regional scale.
Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.
Identification and analysis of the Macro and Micro factors that affect the Global Digital Commerce Software market on both global and regional scale.
A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

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