

Commerce Cloud Market to Hit USD 94.68 Bn by 2030 Due to E-Commerce Expansion and Subscription-Based Models Preference

“According to SNS Insider, the Commerce Cloud Market size was estimated at USD 16.40 Bn in 2022, and is expected to reach USD 94.68 Bn by 2030, with a growing healthy CAGR of 24.5% over the forecast period 2023-2030.”



Austin, Texas Oct 24, 2023 ([Issuewire.com](https://www.issuewire.com)) - Commerce Cloud Market Overview

According to SNS Insider's research, the [Commerce Cloud Market](#) growth is driven by a confluence of factors, ranging from Commerce Cloud and mobile commerce to enhanced customer experiences and robust security measures.

The commerce cloud market, as per the SNS Insider report, had a valuation of USD 16.40 billion in 2022 and is anticipated to achieve USD 94.68 billion by 2030, with a Compound Annual Growth Rate (CAGR) of 24.5% projected for the period from 2023 to 2030.

Market Report Scope

Commerce Cloud, also known as a cloud-based commerce platform, is a comprehensive, integrated suite of cloud-based tools and services designed to empower businesses to create, manage, and optimize their online stores and digital sales channels. Developed to address the dynamic needs of modern commerce, the commerce cloud offers a wide array of features and capabilities tailored to enhance the entire customer journey. Commerce Cloud solutions are highly scalable, allowing businesses to expand their operations as they grow. This flexibility is essential for accommodating increased customer demand. Businesses can seamlessly connect various sales channels, including web, mobile, social media, and physical stores, providing a consistent shopping experience across all touchpoints.

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Major Key Players Included in the Report are:

- Salesforce Commerce Cloud
- Adobe Commerce Cloud
- Shopify Plus
- SAP Commerce Cloud
- Oracle Commerce Cloud
- IBM Watson Commerce
- Big Commerce
- Salesforce B2B Commerce
- Woo Commerce
- Salesforce B2C Commerce
- VTEX
- Others

Market Analysis

Commerce Cloud is a foundational driver for the rapid growth of the commerce cloud market. In an era where consumers increasingly prefer online shopping, businesses are compelled to adapt and transform their operations. Commerce cloud solutions provide a seamless platform for companies to make this transition, enabling them to engage customers, manage inventory, and process transactions efficiently. Commerce cloud platforms offer businesses the scalability and flexibility needed to cater to their evolving needs. Whether a business is an emerging startup or an established enterprise, these platforms provide the agility to adapt to changing market dynamics and scale operations as required. This scalability enhances a company's ability to seize new opportunities and respond to market fluctuations swiftly. The proliferation of mobile devices and the popularity of mobile apps have opened up new avenues for e-commerce. Commerce cloud solutions are designed to optimize the mobile shopping experience, ensuring that customers can easily browse, select, and purchase products from their smartphones or tablets. This mobile-friendly approach has significantly contributed to the growth of the market.

Market Segmentation and Sub-Segmentation Included Are:

By Components

- Platform
- Services

By Application

- Grocery
- Pharmaceutical
- Electronics
- Furniture
- Bookstores
- Fashion and apparel
- Automotive
- Food & beverages

By Organization Size

- Large enterprise
- Small and medium-sized enterprise

Impact of Recession

While recessions undoubtedly bring challenges, they also create opportunities for adaptation, innovation, and growth. The commerce cloud market is not exempt from the impact of economic downturns, but its flexibility, adaptability, and alignment with the growing e-commerce sector make it well-positioned to weather the storm. By understanding the evolving dynamics of consumer behavior and staying abreast of the shifting economic landscape, businesses operating in the market can navigate the ongoing recession and emerge stronger on the other side.

Impact of Russia-Ukraine War

The Russia-Ukraine war has undeniably impacted the commerce cloud market, bringing supply chain disruptions, geopolitical instability, and data security concerns to the forefront. The war has heightened concerns about data security and cyber threats. To counter potential cyberattacks and data breaches, commerce cloud providers are investing more heavily in cybersecurity measures. This has led to the emergence of advanced security features and an increased focus on safeguarding customer data. In light of geopolitical uncertainty, some businesses are exploring cloud-agnostic solutions that allow them to easily switch between different cloud providers without being locked into a single vendor.

Key Regional Development

North America has been a frontrunner in the commerce cloud market, with the United States at its helm. Factors such as a mature e-commerce ecosystem, high digital adoption rates, and a tech-savvy consumer base have made this region a thriving hub for commerce cloud solutions. In Europe, the market is steadily growing as businesses aim to meet the demands of an increasingly digital consumer base. Countries like the United Kingdom, Germany, and France are witnessing a surge in e-commerce activities, and thus, the need for robust commerce cloud solutions is on the rise. The Asia-Pacific region is emerging as a promising player in the market, with countries like China and India at the forefront. The rapidly growing middle-class population and increased internet penetration have led to a significant surge in online shopping.

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Key Takeaway from Commerce Cloud Market Study

- The electronics segment is primed to assert its dominance in the market. The Electronics segment caters to a tech-savvy consumer base that is always on the lookout for the latest innovations. This inherent demand for new products and upgrades drives the need for robust Commerce Cloud solutions to provide an engaging online shopping experience.
- The large enterprise segment within the market comprises established corporations and multinational businesses that have extensive operations and a broad customer base. Large enterprises often require tailored e-commerce solutions that integrate seamlessly with their existing IT infrastructure. Such integrations are crucial for the efficient management of vast product catalogs and databases.

Recent Developments Related to the Commerce Cloud Market

- Salesforce, the global leader in customer relationship management (CRM) solutions, continues to bolster its already extensive suite of services by expanding its Commerce Cloud offerings. This expansion encompasses sales, service, and marketing capabilities, further solidifying Salesforce's position as a comprehensive provider of end-to-end solutions for businesses of all sizes.
- Flipkart has unveiled its innovative endeavor, Flipkart Launches, dedicated to providing cutting-edge Retail Intelligence Solutions to retailers and e-commerce companies on a global scale. This visionary development signals a significant shift in how businesses in the retail sector can gain the upper hand in a highly competitive market.

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