

Digital Commerce Platform State of the Market 2023

August 2023: Complimentary Abstract / Table of Contents



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Background of the research

Digital commerce is no longer a siloed piece of the experience system, but it is center stage for multiple investments to enhance the shoppable experience through omnichannel journeys, personalization, data-driven marketing, and immersive experiences. In order to achieve superior shoppable experiences, marketers need to adopt a cohesive strategy aligning customer, content, channel, and commerce elements.

The digital commerce sector is experiencing continuous growth and even though B2C commerce still dominates the market, B2B commerce is experiencing significant expansion. Along with the next-generation technologies such as AR/VR, blockchain, and IoT gaining momentum, GenAI holds a significant potential to impact digital commerce experiences.

In this report, we cover:

- Market size and growth of digital commerce
- Key market trends that are dominating the digital commerce market in 2023
- Investments, partnerships, and acquisitions transpiring in the digital commerce space

Scope of this report



Geography
Global



Industry
All industries



Product
Digital commerce

Overview and abbreviated summary of key messages

The report explores the digital commerce market size and the key drivers for its growth. The primary objective is to uncover the market trends that govern the digital commerce ecosystem and focusing continuous developments in terms of investments, partnerships, and acquisitions within this domain.

Some of the findings in this report, among others, are:

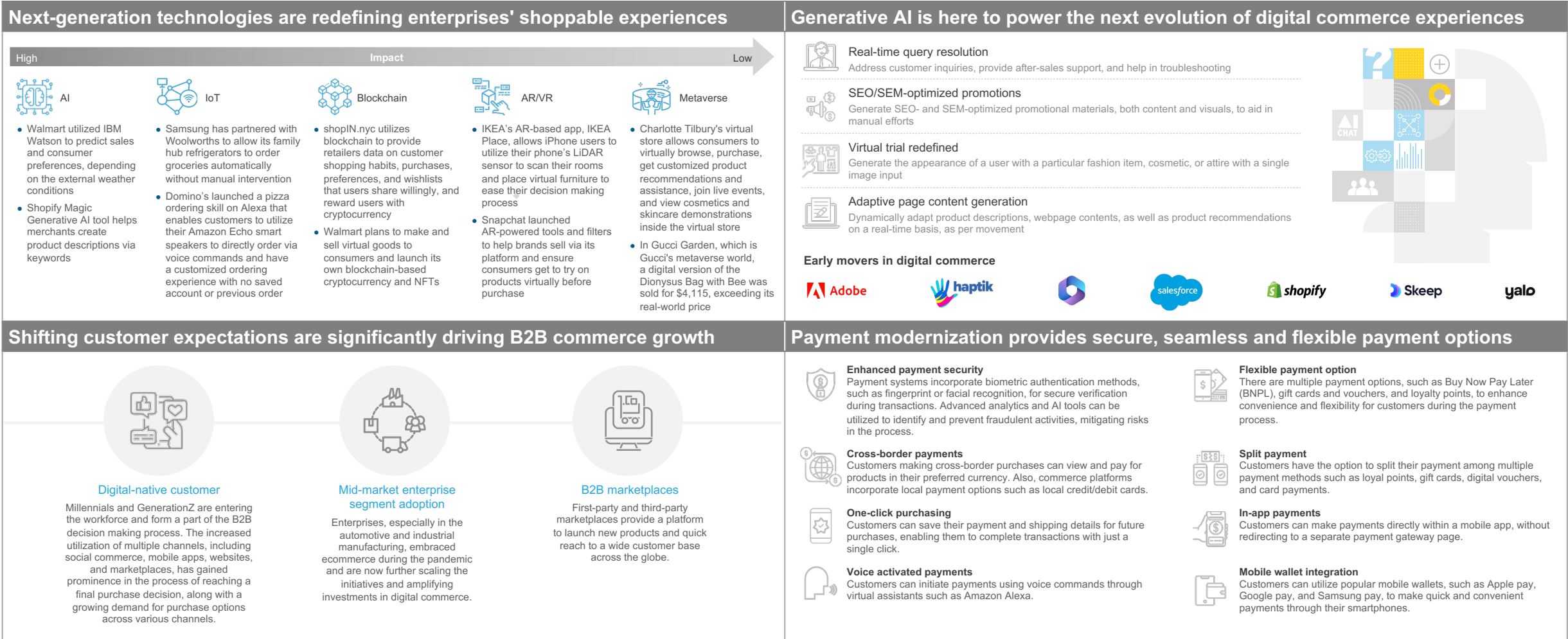
Market size and growth

- The digital commerce market is growing steadily, driven by technology
- Digital commerce is a culmination of multiple investments to enhance shoppable experience for the customers. Marketers need to adopt a thorough strategy aligning customer, content, channel, and commerce elements to achieve shoppable experience

Key Market Trends

- Next-generation technologies are redefining shopping experiences. Along with AR/VR, blockchain, and IoT, generative AI is also gaining traction this space and holds a significant potential to impact digital commerce
- Platform providers are taking various initiatives to provide composable commerce offering as the digital commerce architecture is transforming to achieve flexibility and agility
- B2B commerce is gaining momentum driven by change in customer expectations. Providers are making substantial investments to boost their B2B capabilities driven by increasing demand from enterprises
- Payment modernization is gaining momentum with significant partnerships aimed to offer secure and flexible payment options
- Enterprises are venturing into social commerce space by launching new features and partnering with social media platforms. This aims to enhance customer experience through emerging channels such as influencer marketing, shoppable posts, and live-streaming shopping

This study comprises distinct chapters providing a comprehensive analysis of key aspects in the digital commerce space and highlight prominent market trends within this domain; below are four charts to illustrate the depth of the report



Research calendar

Interactive Experience (IX) Services

Published Planned Current release

Reports title	Release date
Emergence of CDPs: Charting the Path to Data-driven Personalization	July 2022
Adobe Services PEAK Matrix® Assessment 2022	September 2022
Adobe Services Provider Compendium 2023	November 2022
Digital Commerce Platform PEAK Matrix® Assessment 2023	March 2023
Digital Commerce Platform Provider Compendium 2023	March 2023
Customer Data Platform (CDP) Products PEAK Matrix® Assessment 2023	May 2023
Customer Data Platform (CDP) Products Provider Compendium 2023	June 2023
Generative AI - Revolutionizing the Creative Design and Development Process	May 2023
Customer Journey Orchestration :Empowering Personalized CX Across Touchpoints	July 2023
Digital Commerce Platform State of the Market 2023	August 2023
Customer Data Platform (CDP) State of the Market 2023	Q3 2023
Voice of Stakeholder (VoS) Compendium Report 2023	Q3 2023
Unlocking the Stakeholder Experience for Employees, Partners and the Society	Q3 2023
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2023	Q3 2023
Digital Experience Platform PEAK Matrix® Assessment 2023	Q4 2023

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