

# **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





Industry All industries



# **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

# Next-generation technologies are redefining enterprises' shoppable experiences

- Walmart utilized IBM Watson to predict sales and consumer preferences, depending on the external weather conditions
- · Shopify Magic Generative AI tool helps merchants create product descriptions via keywords



- Samsung has partnered with Woolworths to allow its family hub refrigerators to order groceries automatically without manual intervention
- Domino's launched a pizza ordering skill on Alexa that enables customers to utilize their Amazon Echo smart speakers to directly order via voice commands and have a customized ordering experience with no saved account or previous order

cryptocurrency

- shopIN.nyc utilizes blockchain to provide retailers data on customer shopping habits, purchases, preferences, and wishlists that users share willingly, and reward users with
- · Walmart plans to make and sell virtual goods to consumers and launch its own blockchain-based cryptocurrency and NFTs

- IKEA's AR-based app, IKEA Place, allows iPhone users to utilize their phone's LiDAR sensor to scan their rooms and place virtual furniture to ease their decision making process
- Snapchat launched AR-powered tools and filters to help brands sell via its platform and ensure consumers get to try on products virtually before nurchase

Low

- · Charlotte Tilbury's virtual store allows consumers to virtually browse, purchase, get customized product recommendations and assistance, join live events, and view cosmetics and skincare demonstrations inside the virtual store
- . In Gucci Garden, which is Gucci's metaverse world, a digital version of the Dionysus Bag with Bee was sold for \$4.115, exceeding its

# Generative Al is here to power the next evolution of digital commerce experiences

Payment modernization provides secure, seamless and flexible payment options



# Real-time guery resolution

Address customer inquiries, provide after-sales support, and help in troubleshooting



# SEO/SEM-optimized promotions

Generate SEO- and SEM-optimized promotional materials, both content and visuals, to aid in manual efforts



### Virtual trial redefined

Early movers in digital commerce

Generate the appearance of a user with a particular fashion item, cosmetic, or attire with a single



# Adaptive page content generation

Dynamically adapt product descriptions, webpage contents, as well as product recommendations on a real-time basis, as per movement







yalo

# Shifting customer expectations are significantly driving B2B commerce growth



### Digital-native customer

Millennials and GenerationZ are entering the workforce and form a part of the B2B decision making process. The increased utilization of multiple channels, including social commerce, mobile apps, websites, and marketplaces, has gained prominence in the process of reaching a final purchase decision, along with a growing demand for purchase options

across various channels.



### Mid-market enterprise segment adoption

Enterprises, especially in the automotive and industrial manufacturing, embraced ecommerce during the pandemic and are now further scaling the initiatives and amplifying investments in digital commerce



# B2B marketplaces

First-party and third-party marketplaces provide a platform to launch new products and quick reach to a wide customer base across the globe.

# Enhanced payment security

Adobe

Payment systems incorporate biometric authentication methods, such as fingerprint or facial recognition, for secure verification during transactions. Advanced analytics and AI tools can be

utilized to identify and prevent fraudulent activities, mitigating risks



### Cross-border payments

Customers making cross-border purchases can view and pay for products in their preferred currency. Also, commerce platforms incorporate local payment options such as local credit/debit cards



# One-click purchasing

Customers can save their payment and shipping details for future purchases, enabling them to complete transactions with just a



### Voice activated payments

Customers can initiate payments using voice commands through virtual assistants such as Amazon Alexa.



### Flexible payment option

There are multiple payment options, such as Buy Now Pay Later (BNPL), gift cards and vouchers, and loyalty points, to enhance convenience and flexibility for customers during the payment process.



# Split payment

Customers have the option to split their payment among multiple payment methods such as loyal points, gift cards, digital vouchers. and card payments.



Customers can make payments directly within a mobile app, without redirecting to a separate payment gateway page.



### Mobile wallet integration

Customers can utilize popular mobile wallets, such as Apple pay, Google pay, and Samsung pay, to make quick and convenient payments through their smartphones.



# **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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