

The scale of the market The increase is larger due to rising disposable income, worldwide per capita income, and expanding Internet penetration. As a result of growing technological usage and the broad availability of cellphones, the e-commerce sector has become more efficient. As more individuals use social media, the demand for online purchases of various goods and services is increasing. Due to an increasing reliance on digital devices and the convenience of purchasing on online platforms, the market is expected to grow fast throughout the projected period. It evolved in the context of a fast-paced lifestyle and a wide range of purchase options. refers to the consumer-facing aspect of e-commerce. It refers to the exchange of products and services between a business and a private consumer over the internet. The terms e-commerce and online retail are frequently interchanged. On the other side, B2C e-commerce encompasses not just online shopping but also online marketplaces, as well as the growing markets of direct-to-consumer (D2C) e-commerce and sponsored content. With the global expansion of e-commerce, the market is becoming more specialized, catering to increasingly specific consumer and business needs. The B2C e-commerce sector is expected to be worth \$3.86 trillion in 2021. The expansion of the worldwide b2c e-commerce sector is fueled by the proliferation of digital technologies, business globalization, ease of doing business, favorable government policies, improved logistics infrastructure, and increased telecommunications and IT infrastructure. Increasing disposable income, greater smartphone use, increased demand for convenient shopping, availability of virtually all products from all companies on e-commerce platforms, and expanding penetration of various e-commerce .platforms around the world are all contributing to market growth