

УДК 339:004.738.5

Р.Э. Караметов

аспирант кафедры маркетинга, торгового и таможенного дела

Институт экономики и управления

Крымский федеральный университет имени В.И. Вернадского, Симферополь

РЫНОК ЭЛЕКТРОННОЙ КОММЕРЦИИ

В данной статье рассматривается такая отрасль цифровой экономики, как электронная коммерция. Описаны перспективы развития рынка электронной коммерции, тенденции, присущие данной сфере, а также преимущества и недостатки бизнеса в сфере электронной коммерции. Приведены некоторые статистические данные и прогнозы специалистов, касающиеся роста и развития электронной коммерции. Рассмотрено влияние пандемии, связанной с распространением коронавирусной инфекции, на ситуацию, сложившуюся на рынке электронной коммерции.

Ключевые слова: бизнес, электронная коммерция, цифровая экономика, Интернет-торговля, e-commerce.

E-COMMERCE MARKET

This article examines such a branch of the digital economy as e-commerce. The prospects for the development of the e-commerce market, the trends inherent in this area, as well as the advantages and disadvantages of business in the field of e-commerce are described. Some statistics and forecasts of specialists concerning the growth and development of e-commerce are presented. The impact of the pandemic associated with the spread of coronavirus infection on the situation in the e-commerce market is considered.

Keywords: business, e-commerce, digital economy, e-commerce, e-commerce.

In modern realities, the development of society is inextricably linked with the development of information and computer technologies. Developments and innovations from the world of information technology are increasingly integrated into all spheres of human activity every day. Business is no exception.

Business includes a wide range of areas related to commercial, industrial and professional activities. Information and computer technologies make it possible to systematize and scale the work of both small micro-enterprises and international corporations [1].

Thanks to the development and popularization of the Internet, a relatively new branch of the economy has emerged - e-commerce. The sphere of e-commerce can be classified as any commercial activity that is carried out over the Internet using computing devices.

Today e-commerce is one of the largest, most promising and modern sectors of the digital economy. This is due to the fact that gradually society comes to the understanding that it is more convenient, faster and more profitable for people to make purchases on the Internet, as this gives them the opportunity to find the product they are interested in anywhere. the world and make a purchase at the most attractive price for them. without leaving home [1].

Most interesting is the fact that e-commerce sales are steadily absorbing the global retail market. According to experts, in 2021, e-commerce will account for 17.5% of total retail sales in the world. This data suggests that, of course, the share of e-commerce is still not so high, but there are great prospects for further growth and scaling of the e-commerce industry.

In addition, it is much easier for aspiring entrepreneurs to start a business in an online environment, as it requires much less costs compared to an offline business. This is due to the fact that entrepreneurs do not need to rent premises and draw up supporting documentation. Another advantage of starting e-commerce is that a store or business operating in this area has practically no geographical restrictions, that is, thanks to courier services and logistics companies, the store can establish wholesale or retail sales throughout the country, regardless of its location. location [1].

Speaking of e-commerce, one cannot fail to mention that today the main tool for interacting with the Internet is the mobile phone. Nowadays, the smartphone plays an increasingly important role in the lives of most people, the number of people in the world who have a smartphone is also constantly growing. Naturally, online purchases are increasingly made through a mobile device [2].

Accordingly, it is important for e-commerce market players to adapt their online platforms for smartphones. This applies to both the mobile version of the site and its own mobile application. It is this format of interaction with the client that comes to the fore today.

In the future, the next 5-10 years, the mobile phone will become the main channel of communication between the client and the brand. In this regard, the market for mobile Internet advertising will also grow. Now these are mostly mobile browsers. But in the future, native forms of advertising will increasingly appear in mobile applications and messengers [2].

Below are some of the trends that are most likely to be introduced into the e-commerce space:

1. Voice assistants

Using voice assistants will significantly improve the quality of work with the interfaces of mobile applications or websites. This innovation will increase the number of sales, while reducing the time required for the user to place an order.

2. AR technologies

This technology will allow users to visualize products and simplify their purchasing decisions. The use of virtual reality is most likely to be relevant when selling clothes and similar goods.

3. Multichannel sales

Multichannel sales will allow entrepreneurs to increase their turnover and attract more leads. Attracting different traffic channels will significantly increase the conversion to the application.

4. M-commerce

Today it is difficult to imagine the life of a modern person without using a mobile device. Using a smartphone, people can perform a wide variety of tasks, one of which is shopping online.

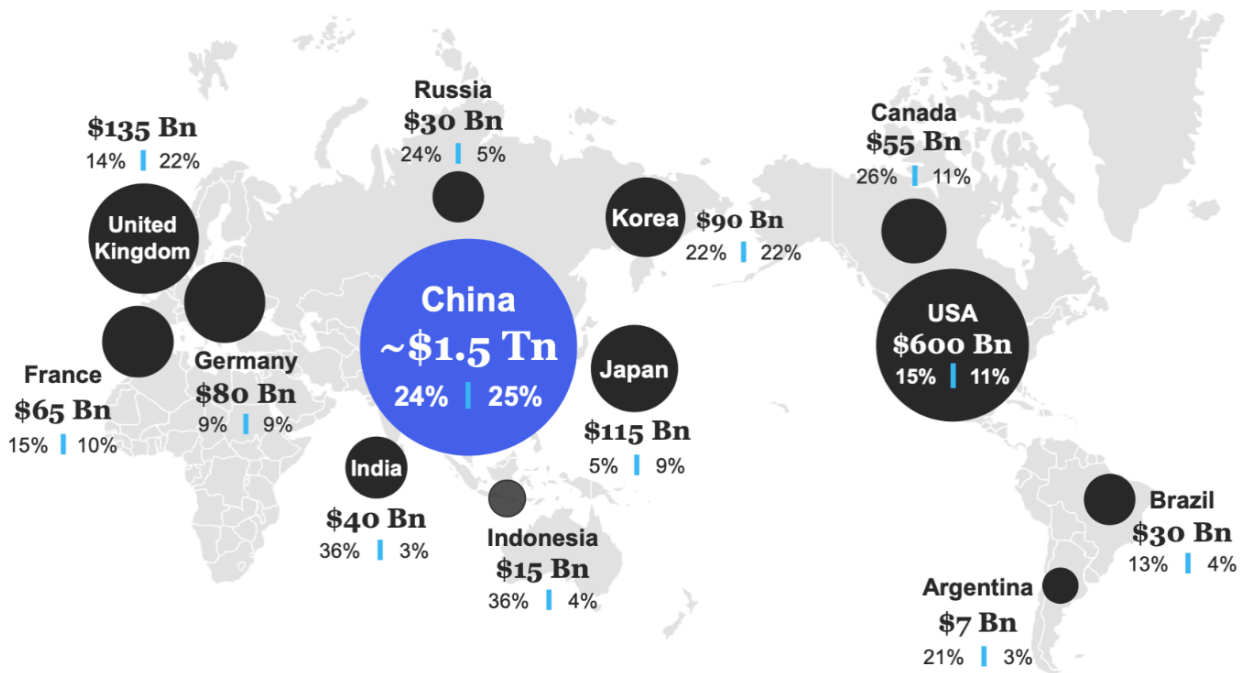


Figure 1. Economic indicators of the world e-commerce market [4].

Recent research has shown that global e-commerce retail sales will hit a new high in 2021. Ecommerce companies could grow 265%, from \$ 1.3 trillion in 2014 to \$ 4.9 trillion in 2021. This indicates a future sustained upward trend with no visible signs of decline [3].

According to experts' forecasts, the revenue in the e-commerce market in 2021 will reach 2,723,991 million US dollars. Revenue growth (CAGR 2021-2025) is expected to be 6.3%, resulting in a projected market size of USD 3,477,296 million by 2025. User growth will be 50.8% in 2021 and is expected to reach 63.1% by 2025. The average revenue per user (ARPU) is expected to be \$ 714.11 [4].

REFERENCES

1. Karametov R.E. Prospects and trends in the development of the e-commerce market / Karametov, R.E. Seydametova, Z.S. // National economic systems in the context of the formation of a global economic space. 2021 .-- S. 341-344.

2. E-COMMERCE: Prospects for the next decade [Electronic resource]. Access mode: <https://tuleshov.com/e-commerce-perspektivy-blizhajshego-desyatiletiya/> (date of access: 14.02.2021)

3. The future of e-commerce: 10 modern trends in the development of the e-commerce market in the world [Electronic resource]. Access mode: <https://vc.ru/trade/167337-budushchee-ecommerce-10-sovremennyh-tendenciya-rynka-elektronnoy-kommercii-v-mire> (date of access: 14.02.2021)

4. E-commerce [Electronic resource]. Access mode: <https://www.statista.com/outlook/243/100/ecommerce/worldwide> (date accessed: 16.02.2021)