

DOI <https://doi.org/10.30525/2592-8813-2024-3-17>

DEVELOPMENT PROSPECTS FOR E-COMMERCE PLATFORMS

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Abstract. The article focuses on the development prospects for e-commerce platforms within the context of globalization and digitalization. The aim of the study is to analyze how these platforms adapt to rapid technological changes and evolving consumer behaviors, as well as their significant role in fostering social inclusion and driving economic growth. The research employed general scientific methods of cognition, including analysis, synthesis, comparison. The research results indicate that the e-commerce sector is experiencing significant growth, doubling its global revenue from \$2.24 trillion in 2017 to an expected \$5.42 trillion by 2025. Special attention is given to Amazon, which consistently demonstrates robust growth and expanding influence. By 2023, Amazon's global sales volume reached approximately \$231 billion, underscoring its dominance in the industry. This success is reflected in its strong market presence across various regions, including the United States, Europe, and Japan. Amazon's strategic focus on product categories such as electronics, fashion, and home goods has positioned it as a leader in diverse markets. Moreover, Amazon's commitment to inclusivity is evident through its initiatives supporting employees with disabilities, such as the "Work Wellness Coaching" program and AI-driven solutions aimed at enhancing accessibility. These efforts not only highlight Amazon's role in economic growth but also its contribution to social development by fostering a more inclusive workplace. Future directions for e-commerce platforms, including Amazon, are poised to capitalize on emerging trends to maintain and expand their market positions. Platforms are expected to enhance their logistical capabilities to meet the increasing consumer demand for faster deliveries, such as same-day or even hour-specific options. The integration of augmented reality (AR) into shopping experiences will continue to blur the lines between physical and digital retail spaces, allowing consumers to visualize products in their environments. Additionally, blockchain technology is likely to play a more significant role in ensuring supply chain transparency, building greater trust between consumers and brands. Personalization will remain central to e-commerce strategies, with AI-driven tools providing more customized shopping experiences. As platforms evolve, they will also increasingly adopt sustainable practices to address environmental concerns and attract eco-conscious consumers. The practical significance of the research lies in providing recommendations for businesses to adapt to dynamic and competitive market conditions.

Key words: e-commerce, globalization, digitalization, technology, inclusion.

Introduction. In the modern era, globalization and digitalization have become intertwined, driving profound changes across various sectors, including commerce. The rapid advancement of digital technologies and the widespread adoption of the internet have enabled e-commerce to emerge as a powerful engine of global economic growth. As businesses leverage the internet to transcend geographical boundaries, e-commerce platforms have become pivotal in connecting sellers with consumers worldwide. This digital transformation has not only facilitated seamless trade across borders but also empowered consumers with access to a vast array of products and services at their fingertips. The rise of e-commerce exemplifies the synergistic effects of globalization and digitalization, underscoring their role in shaping the future of global commerce.

Marketplaces such as Amazon, Pinduoduo, and Taobao are not merely transactional platforms; they have evolved into crucial elements of the digital economy, offering accessibility and inclusivity on a global scale. These platforms have democratized the retail landscape by providing businesses of all sizes the opportunity to reach a broad audience without the need for significant physical infrastructure. For consumers, they offer unprecedented convenience and variety, transforming how

people shop and interact with brands. Additionally, the social significance of these marketplaces cannot be understated. Through inclusive policies and innovative solutions, they contribute to social development by supporting employees with disabilities and creating accessible environments. This dual role of e-commerce platforms – both as economic drivers and agents of social change – highlights their integral place in modern society.

As society evolves, so do e-commerce platforms, reflecting and responding to changing consumer needs and technological advancements. The continuous development of these platforms is crucial for the e-commerce sector to stay relevant and competitive. Studying the dynamics of platform evolution provides valuable insights for businesses looking to thrive in the digital marketplace. By understanding how platforms adapt to trends such as faster delivery expectations, augmented reality shopping experiences, and sustainable practices, e-commerce enterprises can better position themselves to capitalize on emerging opportunities. Thus, examining the development prospects of e-commerce platforms is essential for businesses aiming to navigate and succeed in this rapidly changing digital landscape.

The future of e-commerce is inherently tied to its ability to innovate and adapt to new challenges and opportunities. As platforms continue to integrate advanced technologies like artificial intelligence and blockchain, they will further enhance their capabilities and services. This evolution is not only about meeting current consumer demands but also about anticipating and shaping future market trends. Businesses that are attuned to these developments will be better equipped to engage with customers and maintain their competitive edge. The ongoing transformation of e-commerce platforms, driven by both technological advancements and societal changes, underscores the need for continuous analysis and adaptation in the digital economy.

The aim of the article is to explore the development prospects of e-commerce platforms within the context of ongoing globalization and digitalization trends.

The article aims to analyze how these platforms adapt to rapid technological advancements and shifting consumer behaviors, and to examine their significant role in fostering social inclusion and driving economic growth. Special focus is given to major market players, such as Amazon, and their integration of new technologies and innovative solutions to enhance operational efficiency. Additionally, the article underscores the importance of understanding current development trends to ensure successful business adaptation in a dynamic and competitive environment.

Research results

General Trends in E-commerce Development

Over the past decade, the e-commerce sector has undergone significant transformations, catalyzing its integration into the global economy. E-commerce, encompassing digital transactions of goods and services over the internet, has become not just a convenient sales channel for entrepreneurs but also an integral part of consumers' daily lives. Thanks to technological innovations and the rise in digital literacy, e-commerce offers unlimited opportunities for business scaling and reaching a global market without the need for physical presence.

The global development of e-commerce between 2017 and 2025 is characterized by a significant increase in revenues, reflecting the growth in online trade volumes and the widespread adoption of digital technologies in commercial activities. During this period, the total revenue from e-commerce grew from \$2.24 trln in 2017 to an estimated \$5.42 trln in 2025 (Vuleta, 2022). This doubling of revenues over eight years indicates rapid growth, which is not typical for many other economic sectors (Fig. 1).

This increase can be attributed to several factors, among which are market globalization, the proliferation of mobile technologies, and changes in consumer habits that increasingly lean towards online shopping. One of the key factors contributing to the growth of e-commerce is the incredible user activity on social networks. Social platforms such as Facebook, Instagram, Twitter, and others have

become not only means of communication and information exchange but also effective marketing and sales tools for goods and services.

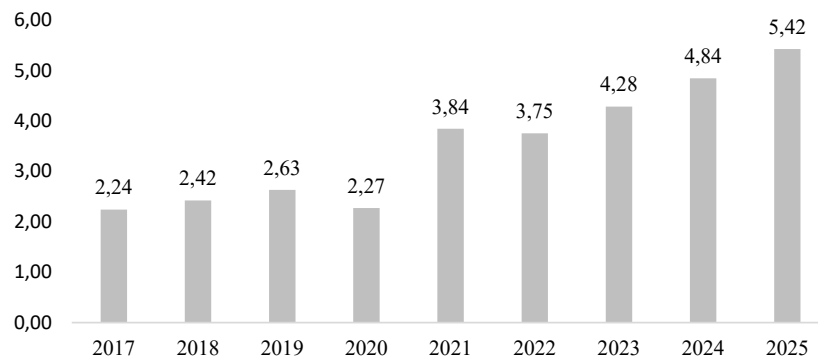


Fig. 1. Projected global e-commerce revenue, in trillion USD

Note: Organized by the author (Statista, 2024).

It should be noted that these statistics reflect the sales levels through online stores. When considering the overall sales trends on platforms like Amazon, the data shows that they account for approximately 5% of the total e-commerce sales volumes (Fig. 2).

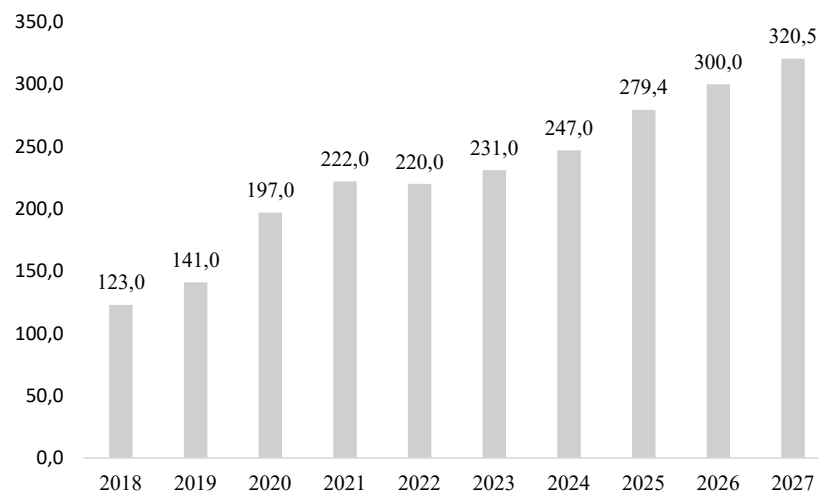


Fig. 2. Global sales volumes of goods through Amazon, in billion USD

Note: Author's projections (Ghavami, 2024)

As seen from Fig. 2, the Amazon platform alone generates \$231 billion USD in global revenue. In addition to Amazon, other platforms also host a significant number of goods. Amazon's primary competitors are the Chinese platforms Pinduoduo and Taobao. It is important to highlight that the rapid growth of e-commerce is primarily driven by the popularization of social networks and the expansion of commerce through them. These networks serve as advertising tools for the sale of goods and services.

The number of social media users is on the rise, with 4.74 billion users in 2024, approaching the total number of internet users, which stands at 5.07 billion (Fig. 3).

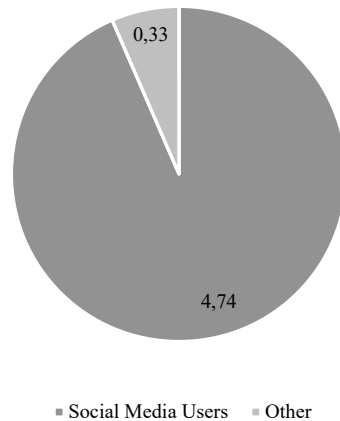


Fig. 3. Number of social media users and other e-users worldwide (2024), in Billions

Note: Organized by the author (Coaxsoft (2024))

Social significance of marketplaces

Many e-commerce platforms and marketplaces are implementing inclusive practices for people with physical disabilities, showcasing how large corporations can contribute to social development. AWS is actively working on creating conditions that enable individuals with disabilities not only to integrate into the work environment but also to develop their professional talents, which is of great importance to society as a whole.

According to AWS's policy, the company supports employees with disabilities through accommodation systems and various resources that help them successfully perform their professional duties. AWS actively promotes a culture of inclusion where every employee, regardless of their physical abilities, can feel valued and supported. The company has established numerous tools, resources, and support structures for individuals with disabilities, helping them achieve success in their roles (AWS, 2023).

Amazon is developing innovative solutions to support people with disabilities. For instance, the "Work Wellness Coaching" program provides coaching for employees with conditions such as Attention Deficit Hyperactivity Disorder (ADHD), autism, traumatic brain injuries, and other mental health challenges. This program has assisted many employees in adapting to the work environment and growing professionally (AWS, 2023).

AWS is also working on AI-driven solutions to improve accessibility. At the AWS Summit in Paris in 2024, they introduced "AI for Accessibility." This technology aims to remove daily barriers and enhance the independence of individuals with disabilities.

AWS's experience in supporting individuals with disabilities demonstrates how large companies can foster social development by ensuring accessibility and support for people with physical limitations. By implementing inclusive practices, AWS not only enhances the lives of its employees but also creates innovative solutions that make the world more accessible for everyone.

Overview of the current state of the Amazon platform

Over the past decade, Amazon has maintained a leading position in the global e-commerce market, demonstrating consistent growth and wide-reaching influence. In 2023, Amazon achieved its highest Gross Merchandise Volume (GMV), reaching approximately \$729 billion USD, solidifying its status as the largest player in the e-commerce market.

Amazon remains a dominant player in many regions, including the United States, Europe, and Japan. In each of these areas, the company holds leading positions across various product categories such as hobbies and leisure, electronics, fashion, and home goods. Within the United States, Amazon's primary competitors are Walmart and eBay. Although Walmart trails Amazon, it stands as the largest

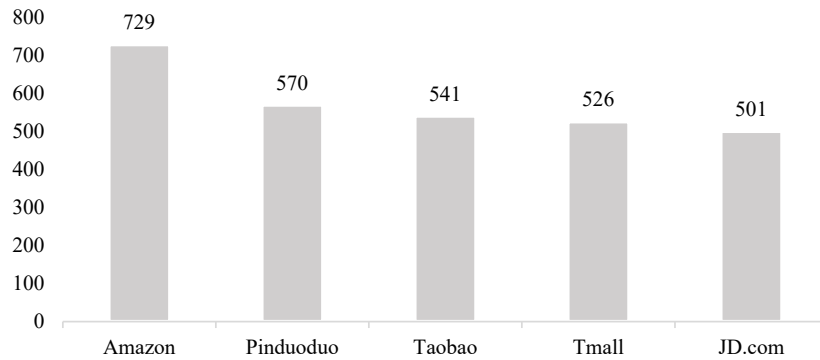


Fig. 4. Gross merchandise volume on major marketplaces in 2023

Source: Ghavami (2024)

competitor in the US with a GMV of approximately \$136 billion in 2023. eBay continues to be a significant player in the market, but it faces challenges due to shifting consumer preferences and increasing competition.

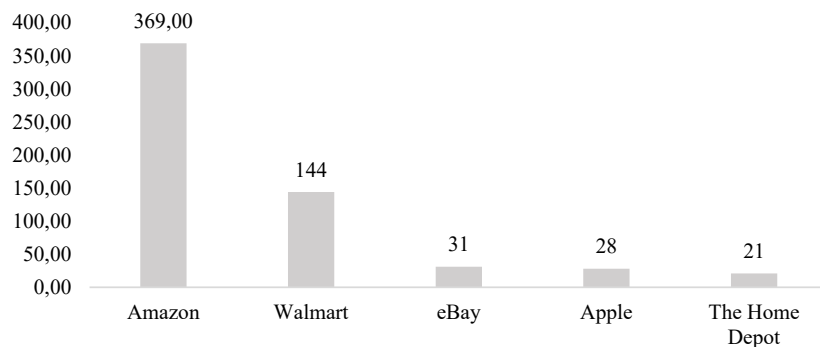


Fig. 5. Gross merchandise volume on major US marketplaces in 2023

Source: Ghavami (2024)

Amazon continues to innovate to reinforce its market position. The development of artificial intelligence and the optimization of logistics processes play crucial roles in this effort. The company is actively investing in new technologies and expanding its range of services, including Amazon Prime and cloud services through AWS (Nowal, 2024).

Prospects for the Development of Major E-commerce Platforms

Recent research by Esei (2024) and Sinelnikov (2024) demonstrates that the world of e-commerce is continually evolving, with the near future promising particularly interesting changes. In response to the evolution of trends in the e-commerce sector, platforms and marketplaces will likely adapt by introducing new features to remain competitive and meet the changing needs of their users. Let's explore how these platforms might evolve in response to five key trends.

Increased order processing speed: as consumer expectations for delivery speed grow, e-commerce platforms are incorporating advanced logistical and execution solutions to offer same-day and even hour delivery options. This involves real-time inventory management, optimization of delivery routes, and integration with third-party logistics providers to ensure quick and efficient product delivery to customers.

Shoppable advertising videos: to capitalize on the trend towards interactive video content, e-commerce platforms might introduce features supporting the creation and distribution of shoppable advertising videos. This could include tools for adding clickable product tags to video content, integrating videos onto product pages, and tracking engagement and conversions from video campaigns. By using shoppable advertising videos, e-commerce platforms can offer businesses a more dynamic and engaging way to showcase their products and directly increase sales from video content (FinancesOnline, 2024).

Augmented reality: augmented reality transforms shopping from a mere transaction to a comprehensive experience. Consumers no longer need to leave their homes to see how a new sofa would look in their living room or how a lamp would illuminate their desk. Innovations like the AR app from Ikea blur the lines between the physical and virtual worlds, opening new horizons not only in furniture but also in fashion, cosmetics, decor, and many other areas (Sinelnikov, 2024).

Blockchain in supply chains: the visual experience isn't the only aspect undergoing a revolution. Blockchain offers a dive into a reliable world of supply chain transparency, where every consumer can track the product's history from the manufacturer to their hands. This innovation strengthens trust between buyers and brands, making each purchase more informed.

Personalization and shift to online D2C: in a world where everyone wants to feel a special connection with their chosen brands, personalization becomes key. From individual product recommendations to custom-designed loyalty programs, modern technologies, including artificial intelligence, allow every consumer to feel unique and unparalleled. Subscription services are becoming increasingly personalized, reflecting the unique preferences of each subscriber, not only enhancing customer satisfaction but also ensuring steady revenue for businesses. These are just the tip of the iceberg of changes we can observe in the future of e-commerce.

As brands increasingly adopt direct-to-consumer strategies, e-commerce platforms are likely to enhance their offerings to support seamless D2C operations. This might include advanced customer relationship management (CRM) tools, personalized marketing capabilities, and integrated analytics for better understanding and direct engagement by brands with their customers. The goal will be to provide businesses with the tools needed to offer personalized shopping experiences, increase customer loyalty, and boost sales without intermediaries.

Sustainability principles and accessibility features: environmental sustainability is also in focus. In a rapidly changing world, many of us are increasingly concerned about how our choices impact the planet. E-commerce responds to this challenge by offering more environmentally friendly options, reducing packaging, and implementing sustainable practices. Such changes not only lessen the environmental impact but also attract consumers for whom brand values are significant (Sinelnikov, 2024).

With a growing emphasis on inclusivity, e-commerce platforms are expected to prioritize website accessibility, making sites more navigable for users with disabilities. This could involve developing embedded tools that ensure online stores comply with accessibility standards such as ADA, including features for screen readers, keyboard navigation, and alternative text for images. This not only helps businesses reach a wider audience but also reduces legal risks associated with non-compliance.

AI-based commerce: artificial intelligence becomes an integral part of e-commerce platforms, automating various aspects of the online retail process from inventory management and customer service to personalized shopping experiences. AI technologies such as chatbots, virtual assistants, and recommendation algorithms are becoming standard features, allowing businesses to improve operational efficiency and customer engagement.

Security: at the heart of this future world lies security. The increasing digital interaction necessitates data protection, and consumers are increasingly favoring platforms that prioritize privacy and security. This compels businesses not only to implement advanced protection technologies but also to be as transparent as possible in their practices (Esei, 2024).

These trends highlight the dynamic nature of e-commerce, with platforms continually innovating to meet the evolving needs of businesses and consumers. By embracing these developments, e-commerce platforms can offer more robust, efficient, and personalized shopping experiences, fostering growth and customer satisfaction in the online retail sector (Coaxsoft, 2024).

Conclusions. The e-commerce sector has witnessed remarkable growth, doubling its global revenue from \$2.24 trillion in 2017 to an anticipated \$5.42 trillion by 2025. This significant increase is driven by advancements in digital technologies and changing consumer behaviors towards online shopping. The integration of mobile technologies and the rise of digital literacy have played critical roles in this expansion. Social networks such as Facebook, Instagram, and Twitter have become pivotal not only as communication tools but also as powerful marketing and sales channels. These platforms have facilitated the globalization of markets, allowing businesses to reach wider audiences without geographical constraints, contributing to the overall surge in e-commerce activity.

Amazon has been a key player in this e-commerce revolution, consistently demonstrating robust growth and broadening its influence. By 2023, Amazon's global sales volume reached approximately \$231 billion, underscoring its dominance in the industry. This success is mirrored in its strong market presence across various regions, including the United States, Europe, and Japan. Amazon's strategic focus on categories like electronics, fashion, and home goods has positioned it as a leader in diverse product markets. Moreover, Amazon's commitment to inclusivity is evident through its initiatives to support employees with disabilities, such as the "Work Wellness Coaching" program and AI-driven solutions aimed at enhancing accessibility. These efforts not only highlight Amazon's role in economic growth but also its contribution to social development by fostering a more inclusive workplace.

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