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Monday, February 3, 2014

## eMarketer: Global B2C Ecommerce Sales to Hit \$1.5 Trillion Driven by Growth in Emerging Markets

*Asia-Pacific leapfrogs North America to become world's largest regional ecommerce market*

**NEW YORK, NY (February 3, 2014)**—According to eMarketer's latest forecasts, worldwide business-to-consumer (B2C) ecommerce sales will increase by 20.1% this year to reach \$1.500 trillion. Growth will come primarily from the rapidly expanding online and mobile user bases in emerging markets, increases in mcommerce sales, advancing shipping and payment options, and the push into new international markets by major brands.

Read the full press release on **global B2C ecommerce** (<http://www.emarketer.com/Article/Global-B2C-Ecommerce-Sales-Hit-15-Trillion-This-Year-Driven-by-Growth-Emerging-Markets/1010575>).  
(<http://www.emarketer.com/Article/UK-Mobile-Ad-Spending-Pass-1-Billion-Mark-This-Year/1010468>)

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Posted on February 3, 2014.

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To cite eMarketer data in articles and publications, please read our [Terms of Service \(/About/Privacy.aspx#citation\)](#).

For more information about **booking eMarketer Chairman, Geoff Ramsey**, for a

speaking engagement, visit this page (<http://geoff-ramsey/>).

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