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## ANALYSIS OF THE DEVELOPMENT OF THE ELECTRONIC COMMERCE MARKET IN THE WORLD AND IN UKRAINE

### АНАЛІЗ РОЗВИТКУ РИНКУ ЕЛЕКТРОННОЇ КОМЕРЦІЇ У СВІТІ ТА В УКРАЇНІ

**Summary.** Introduction. In today's conditions, e-commerce is becoming a tool that significantly accelerates the process of trading goods, works, and services and facilitates its organization for both buyers and sellers. Digital technologies, which are increasingly entering the lives of humanity every day, stimulate its development and contribute to the annual growth of sales volumes. This is evidenced by statistical data of recent years on global and Ukrainian trends in the field of electronic sales. The development of e-commerce in all countries of the world and its impact on the global trade market are highlighted by the analytical research of trends observed in recent years, conducted in this article.

**Purpose.** The purpose of the article is to analyze the current state and development trends of the global and Ukrainian e-commerce markets, as well as to identify prospects and trends for their further development.

**Materials and methods.** Using the method of theoretical generalization and systematic analysis of the results of scientific research and relevant statistical data, global trends in the development of e-commerce for the period 2015–2024 were analyzed. Statistical data are systematized and, using a graphical method, trends in the volume of retail e-commerce sales in the world, the share of e-commerce in the total volume of retail sales in general and in the context of individual regions of the world, and the volume of e-commerce in Ukraine are presented. Based on the analysis of indicators presented on the most developed marketplaces in Ukraine, the structure of the e-commerce market by product categories was determined.

**Results.** The analysis allowed us to characterize the changes that have occurred in the Ukrainian e-commerce market in connection with the beginning of full-scale hostilities, to propose measures that will contribute to increasing its activity in the future, and to outline the prospects for the further development of the global e-commerce market.

**Prospects.** Further research is planned in the area of improving the organization of e-commerce, its taxation and accounting by Ukrainian business entities of various fields of activity, forms of ownership, and organizational and legal forms.

**Key words:** e-commerce, e-sales volume, mobile commerce.

**Анотація.** Вступ. В умовах сьогодення електронна комерція стає тим інструментом, який значно прискорює процес торгівлі товарами, роботами, послугами та полегшує його організацію як для покупців, так і для продавців. Цифрові технології, які з кожним днем все активніше входять у життя людства, стимулюють її розвиток та сприяють щорічному зростанню обсягів продаж. Про це свідчать статистичні дані останніх років щодо світових та українських тенденцій у сфері електронних продажів. Розвиток електронної комерції в усіх країнах світу та її вплив на світовий ринок торгівлі актуалізують аналітичні дослідження тенденцій, що спостерігаються протягом останніх років, проведених в даній статті.

**Мета.** Метою статті є аналіз сучасного стану й тенденцій розвитку світового і українського ринків електронної комерції, а також визначення перспектив та трендів їх подальшого розвитку.

Матеріали і методи. Використовуючи метод теоретичного узагальнення і системного аналізу результатів досліджень науковців й відповідних статистичних даних проаналізовано світові тренди розвитку електронної комерції за період 2015–2024 років. Систематизовано статистичні дані та за допомогою графічного методу представлено тенденції зміни обсягу роздрібних продажів електронної комерції у світі, частки електронної комерції в загальному обсязі роздрібних продажів в цілому та в розрізі окремих регіонів світу, обсяг електронної комерції в Україні. На підставі аналізу показників, представлених на найбільш розвинених в Україні маркетплейсах, визначено структуру ринку електронної комерції за категоріями товарів.

Результати. Проведений аналіз дозволив охарактеризувати зміни, що відбулися на ринку електронної комерції України у зв'язку з початком повномасштабних бойових дій, запропонувати заходи, які сприятимуть підвищенню його активності в майбутньому, та окреслити перспективи подальшого розвитку світового ринку електронної комерції.

Перспективи. Подальші дослідження передбачаються в площині удосконалення організації електронної комерції, її оподаткування та обліку українськими суб'єктами господарювання різних сфер діяльності, форм власності, організаційно-правових форм.

**Ключові слова:** електронна комерція, обсяг електронних продажів, мобільна комерція

**Problem statement.** Every year the percentage of electronic sales of goods increases, despite the numerous risks of such transactions. From the buyer's point of view, this is facilitated by both the digitalization of the economy and society, and the inability, due to certain circumstances (pandemic, war, health condition, workload, etc.), to use traditional methods of purchasing goods through the supplier's retail outlets or warehouses. The seller is motivated to engage in e-commerce by the need to find new markets and opportunities, the desire to expand the sphere of influence on the market, the possible reduction of costs, time, labor, and the same digitalization of the economy and society. In this regard, the relevance of research devoted to the development of e-commerce and the identification of challenges associated with it is growing, which attracts the attention of scientists.

#### **Analysis of recent research and publications.**

A significant contribution to the study of this issue was made by domestic scientists: Barvinchenko O., Baula O., Bezsonov S., Berezovska L., Hrynko T., Dankiv V., Dimura M., Dubel M., Dubyna M., Zayats O., Ivanov K., Ippolitova I., Kyrychenko A., Kolupaeva I., Kraus K., Krylov D., Lega O., Legenchuk S., Lyutak O., Patlakha V., Patramanska L., Sadchykova I., Tarasenko A., Tardaskina T. M., Fedyshyn V., and others.

Larina Ya., Nagorna O. [1], analyzing the development of e-commerce, found that it is based on the principles of digital marketing and it is the online sale of goods that provides modern sellers with market leadership, development, and high competitiveness.

Shchytov D., Zhadko K., Mormul M. [2] identified nine directions of e-commerce market development, in particular: rapid growth of volumes according to the "B2C" model, rapid increase in the share of the Middle East and Africa countries in the market, technological changes, the dominant position of the IT sector, the spread of cross-border transactions, the activation of mobile commerce, the use of chatbots, the improvement of logistics, the use of artificial intelligence.

Luhova O., Teryanik D., Cheban M. [3] note that the development of e-commerce has not only changed payment methods, but also integrated per-

sonalized products and artificial intelligence capabilities into trade.

Analyzing the prospects for the further development of global e-commerce, Maksyutenko I. [4] claims that they are associated with improving real-time tracking by consumers using artificial intelligence, increasing the environmental friendliness of goods, and introducing individual and personalized approaches to sales.

In Ukraine, according to Kublytska O. [5], the most popular business models will remain marketplaces, online stores and social networks.

Research by scientists indicates not only the rapid development of e-commerce and its forms both in Ukraine and in the world, but also the presence of regular changes and transformations in this area. This makes research into current trends and prospects for the development of e-commerce in the world and in Ukraine relevant.

**Formulation of the objectives of the article (task statement).** The purpose of the article is to analyze the current state and development trends of the global and Ukrainian e-commerce markets and determine the prospects for their further development.

**Materials and methods.** The research is based on statistical and analytical information, the works of domestic and foreign scientists on the issues of e-commerce development. The following scientific methods were used in the research: theoretical generalization (to systematize scientific approaches to determining trends in the global e-commerce market); analysis and synthesis (to calculate indicators that characterize the state of e-commerce in the world and in Ukraine, to determine the relationships between them); logical generalization of results (to formulate conclusions).

**Presentation of the main material.** E-commerce includes the sale, purchase, exchange of goods or services, pre-sales and post-sales transactions that occur over computer networks. All transactions are concluded using electronic resources. The range of goods and services sold online is expanding every year, attracting a wider range of consumers and sellers of goods and services. This is explained both by the intensification

of the digitalization of the economy and by the growing demand for products that meet the individual needs of buyers and are delivered at a time and method convenient for them. Therefore, the global and domestic e-commerce markets are growing steadily. Thus, according to Sellers Commerce [6], in 2025, 33% of the world's population will use online shopping, which will provide an industry turnover of \$6.8 trillion. According to [7], every year more and more companies sell goods online, and accordingly the volume of such sales is growing (Fig. 1).

The share of e-commerce in total retail sales has increased almost 3-fold over the past ten years (Figure 2). As shown in Figure 2, in 2024, 20.1% of total retail sales in the world were e-commerce transactions. At the same time, the leader of e-commerce in the world is Asia, where total revenue from online retail in 2024 amounted to \$2 trillion, including \$1.4 billion of them belonging to China. Revenue from e-commerce in the United States amounted to almost \$1.2 trillion. [8]. The most significant share of e-commerce belongs to

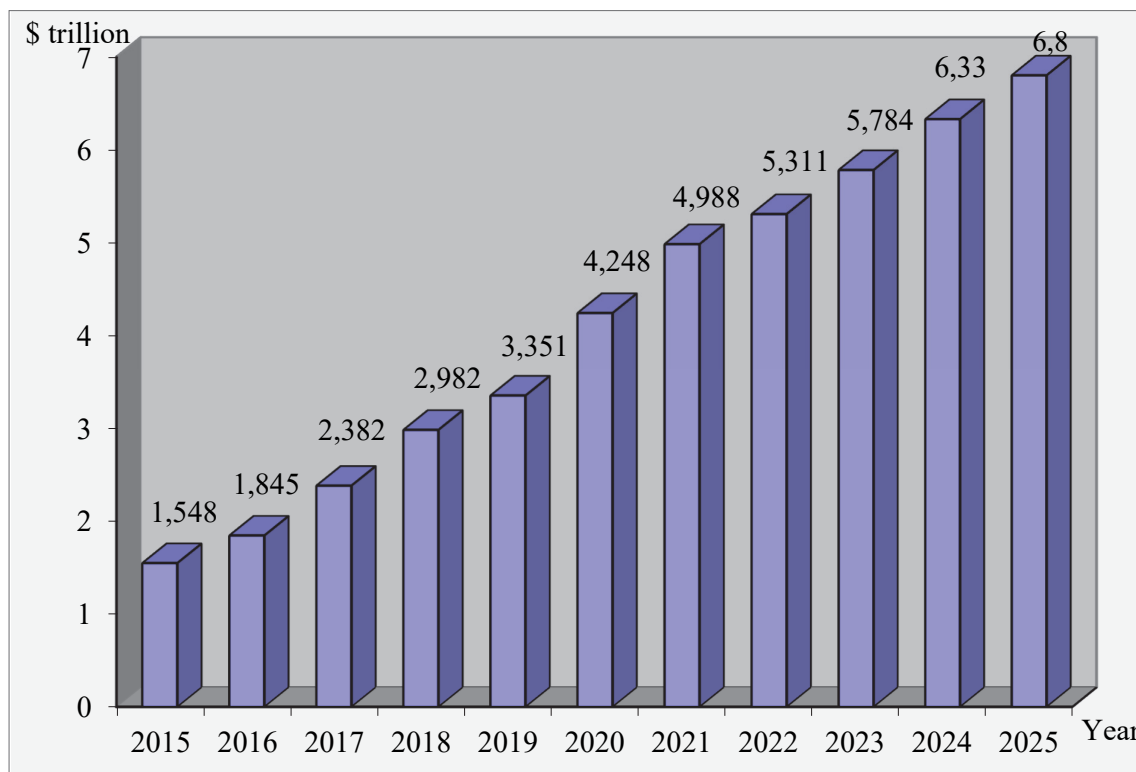


Fig. 1. Global e-commerce retail sales volume  
Source: developed by the author based on data from [7]

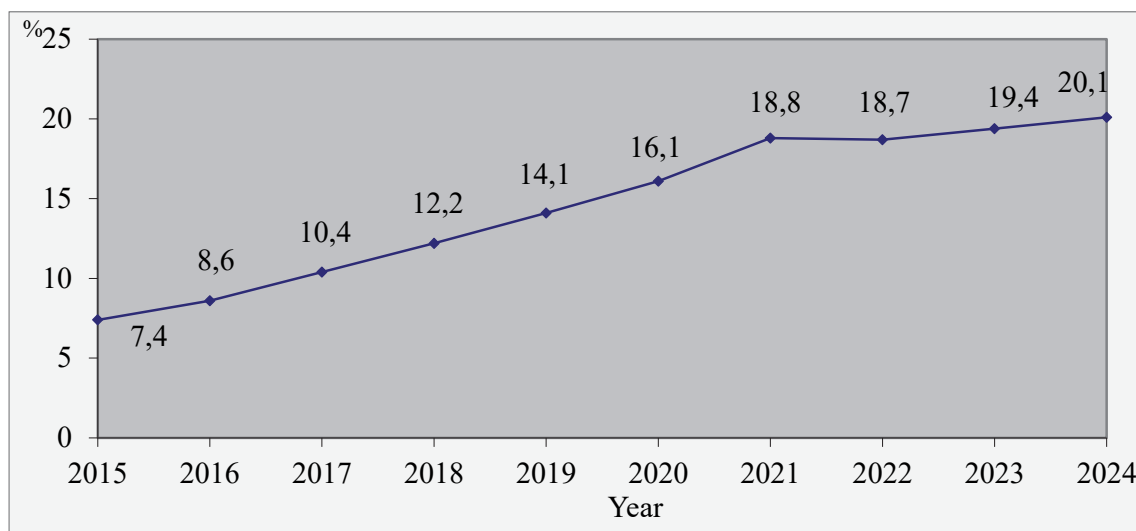


Fig. 2. Share of e-commerce in total retail sales  
Source: developed by the author based on data from [7]

the countries of the Asia-Pacific region. However, in terms of the growth rate of e-commerce sales, the Philippines will take first place as of 2024, while China and the United States will complete the list of top ten leaders [9].

In 2024, there were 26.6 million e-commerce sites operating worldwide. This is 3.83% more than in 2023. Almost 50% of these sites are located in the United States. Statistical data show that 44% of buyers use search engines for shopping; 41% purchase goods through online stores such as Rozetka, Temu, Amazon, eBay, Allegro; 14% buy using social networks [9]. 34% of buyers make e-shopping weekly, 82% monthly. By age, the most active part of the world’s population is people aged 18–34. By region, the most active buyers are in China and the USA. The popularity of e-commerce among EU legal entities is also growing, as evidenced by the dynamics of the share of EU enterprises that make e-sales [9]. Of the 23.8% of enterprises that carried out electronic sales in 2023, according to data [7], 17.69% used their own websites and applications for this, 3.08% carried out EDI sales, and the remaining enterprises used both methods. It is worth noting that the share of enterprises that carried out electronic sales in 2023 varies across EU countries. The leaders are Lithuania (38.9%), Sweden (38.1%), Denmark (36.7%). On the other hand, the outsiders are Italy (19.1%), Romania (12.9%) [7]. Statistical data on turnover from electronic sales by type of economic activity show that the largest share is in the sector “Temporary accommodation and catering” (40.96%), second place is occupied by retail trade (13.07%), followed by the sector “Information and telecommunications” (12.59%) [7; 8].

In Ukraine, e-commerce is developing dynamically (Fig. 3).

The only exception was 2022, when sales decreased due to the start of a full-scale invasion. On February 24, 2022, online stores lost an average of 82.7% of their traffic, and in the first week of the war, almost all of their revenue. It fell by an average of 92%. Since March

2022, e-commerce revenues have begun to grow along with the increase in the number of applications. By the end of May, sales of certain categories of goods had reached pre-war levels (pet supplies, cosmetics, household and hygiene products). In the future, the growth of market volumes continues.

As a result of the war, the number of online buyers of goods increased due to the fact that part of the population migrated, and it is not always possible to quickly find the necessary goods in a new place. According to the Prom.ua marketplace [14], in March 2022, compared to 2021, the number of online orders decreased by 63%, and in June 2022 this figure almost recovered and amounted to 93%. The gender distribution of buyers has changed: the share of male buyers has increased by almost 10%. The largest number of online buyers is aged 25–34. However, the age distribution depends on the type of goods, their price and the urgent need for them. Currently, there are almost 11 million online buyers in Ukraine, who on average make 17 purchases per year for 1,300 UAH.

During the war, the demand for goods changed. First, the demand for goods to belong to certain brands decreased — most buyers were satisfied with the goods that were on sale. Secondly, demand for essential goods, food, medicines, household goods, generators, batteries, shoes and clothing, hygiene and household goods, and pet products has increased. Thirdly, the price of goods has become the primary factor influencing the choice of goods for a significant part of consumers, which is why demand for the economy segment has increased. Fourth, in regions where hostilities are taking place or close to them, demand has fallen, while in the western part of the country, on the contrary, it has increased.

E-marketplace sellers have also reacted to martial law — they have optimized logistics routes to ensure fast delivery of goods. Small and medium-sized enterprises have become more active, trying to minimize risks and adapt to new operating conditions. Many of them use their own websites and social networks

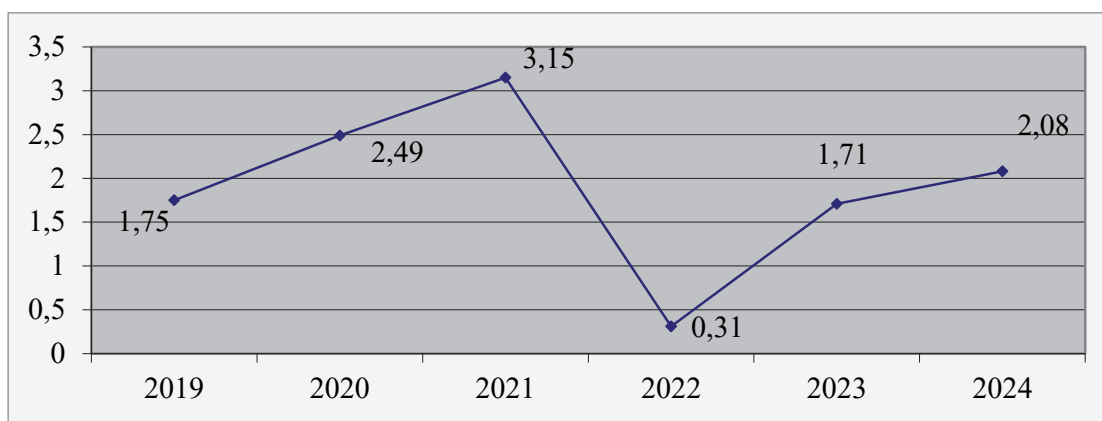


Fig. 3. Volume of e-commerce in Ukraine in 2019–2024, \$ billion

Source: developed by the author based on data [10–13]

(Facebook, Instagram, Telegram) for sales. Ukrainian e-commerce platforms (Rozetka, Prom.ua, Epicentr K.ua) have become increasingly popular among sellers. Among e-commerce models, business-to-consumer sales continue to dominate, consumer-to-consumer sales occupy a significant niche, and the business-to-business sales model is gaining momentum, although the volume of transactions using it is still inferior to business-to-consumer sales.

Research shows that the prospects for further development of the global e-commerce market are associated with: increasing the level of cybersecurity; personalization of offers and improving customer service, improving payment forms and tools; expanding logistics infrastructure; the growing role of mobile commerce, greening, the increasing influence of social networks, the use of cloud technologies, artificial intelligence for data storage and processing.

For the development of Ukrainian e-commerce, it will also be relevant: regulation of the regulatory

framework, improvement of the interface of online stores; introduction of extra service and added value for the client; chats and bots; same-day delivery; course on marketplaces; development of the crediting and installment system; increasing the level of digital literacy of buyers, implementing electronic document management.

**Conclusions and prospects for further research.** E-commerce contributes to the development of the world economy. It allows you to increase the competitiveness of business, ensuring a quick search for partners with minimal costs and time. The analysis shows that the scale of e-commerce under martial law remains significant. At the current stage, the domestic e-commerce market has many unresolved problems that hinder its development. To resolve them, it is necessary to ensure proper regulatory and legal support, develop mechanisms for controlling the implementation of operations, and protect accounting information and operations.

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