

The top 10 digital retailers worldwide

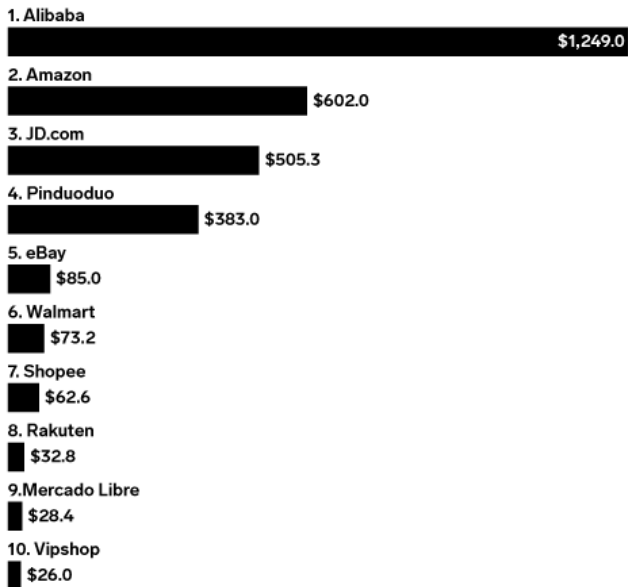
Article

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Alibaba was the world's No. 1 digital retailer in 2021 with **\$1.249 trillion** in ecommerce gross merchandise value (GMV). Amazon ranked No. 2, with ecommerce GMV of **\$602.0 billion**, while JD.com and Pinduoduo took No. 3 and No. 4, respectively.

Top 10 Retailers Worldwide, Ranked by Retail Ecommerce Gross Merchandise Value (GMV), 2021

billions



Source: GroupM, "This Year, Next Year: E-Commerce and Retail Media Forecast - September 2022," Sep 20, 2022

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Beyond the chart: Three of the top five digital retailers globally are Chinese companies, evidencing the immense buying power in Asia-Pacific. The region's retail ecommerce sales will approach **\$3.5 trillion** this year, while North America's will be around **\$1 trillion**, per our forecast.

China's ecommerce giants also benefit from sales beyond the region. For example, Pinduoduo's Temu is among the top five free shopping apps by unique US installations via Apple's and Google's app stores, per Sensor Tower. And there's room for growth, considering the app just launched in September.

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