

Bambuser and Coresight Research publish “Capitalizing on Livestream Shopping Opportunities”

New York – September 8, 2022 – Today, a new study from Coresight Research and Bambuser was published on the Live Shopping landscape in North America and Western Europe, which includes a retail executive survey with data, insights and case studies on how retail companies are currently using live shopping as a sales or promotional channel.

As Brands, retailers and marketplaces are increasingly making investments in livestream shopping features, the market leading SaaS provider Bambuser and the retail and tech focused research firm Coresight Research published a new study focused on the adoption and usage of live shopping today and opportunities to gain further competitive advantage in the future.

Some of the key findings from the report are:

- Half of all surveyed companies adopted live shopping a year or more ago
- 2/3 of all respondents host live shopping events more than once a week
- 42% of respondents will invest in experimenting with video platforms over the next 12 months

Almost half (49%) of the surveyed companies in North America and 43% in Western Europe reported that the primary benefit of livestreaming is revenue generation—making it the topmost benefit overall (cited by 46% of all respondents) and reflecting a significant sales driver in the current weakened economic environment.

“We have been leading the way as a B2B live shopping provider since 2019, and believe that sharing insights and trends is fundamental as we create this industry together with the world’s largest retailers and brands. Our data shows that user consumption of live shopping is growing at a rate of around 292% year over year for Bambuser customers and now as we can pair it with the Coresight Research executive survey findings we hope to shed additional light onto the importance of live shopping as we shape the future of retail.” says Maryam Ghahremani, CEO at Bambuser.

Deborah Weinswig, CEO and founder of Coresight Research, *“Livestream shopping is fast establishing itself as an essential sales and marketing channel. We estimate the US livestreaming e-commerce market will total \$20 billion in 2022 and grow to \$68 billion by 2026. To tap into this growth, every retailer will need to gain an understanding of how this channel fits into their strategy, and the case studies highlighted in this new report can help show the path.”*

[Download the complete report here.](#)

The study – *“Capitalizing on Livestream Shopping Opportunities”* – was commissioned

by Bambuser, a leading livestreaming SaaS provider.

Methodology

Coresight Research conducted an online survey of 220 executives across brands, retailers and manufacturers that currently use livestreaming as a sales or promotional channel. The survey was conducted on June 21-July 1, 2022.

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About Bambuser

Bambuser is a software company specializing in interactive live video streaming. The Company's primary product, Live Video Shopping, is a cloud-based software solution that is used by customers such as global e-commerce and retail businesses to host live shopping experiences on websites, mobile apps and social media. Bambuser was founded in 2007 and has its headquarters in Stockholm. Subscribe to Bambuser's press releases [here](#).

About Coresight Research

Coresight Research is a research and advisory firm specializing in retail and technology. Established in 2018 by leading global retail analyst Deborah Weinswig, the firm is headquartered in New York, with offices in London, Lagos, Hong Kong, Shanghai and Mangalore (India). The firm provides data-driven analysis and strategic advisory to clients including retailers, brands, enterprise technology companies, accelerators and more. In addition to being renowned for its breadth and depth of research, Coresight Research is known for its expertise in the China market, helping clients with market entry and cross-border e-commerce strategies. Coresight Research is also known for its Innovator Intelligence platform, consisting of a vast network of technology entrepreneurs that it actively cultivates through events, mentorship, and regularly updated report coverage. For more information, visit www.coresight.com.

Attachments

[Bambuser and Coresight Research publish "Capitalizing on Livestream Shopping Opportunities"](#)
[Coresight LVS Report](#)