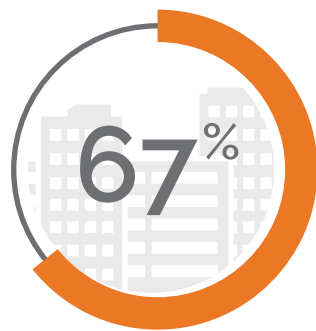# Open Source & Its Impact on
Retail & eCommerce

Retail & eCommerce
Leaders Realize the Value of OIN Membership

67%

of the world's Top 12 B2C eCommerce companies based on Gross Market Value (GMV) **are OIN members**

COMMUNITY MEMBER
openinvention*network*®

Alibaba.com

amazon

BEST BUY.

BOOKING HOLDINGS

Etsy

JD.COM

美团 Meituan

Rakuten

TARGET

Uber

verizon✓

wayfair

>60

Retail & eCommerce companies are **OIN members**

8

of the World's Largest Retail companies based on sales are OIN members — **Amazon, Costco, Target, Best Buy, Verizon, AT&T, Wayfair & Ikea**

5

of the Largest eCommerce businesses in the U.S. are OIN members — **Amazon, Etsy, Target, Best Buy & Wayfair**

Retail & eCommerce
Open Source Trends

Retail IT leaders say the Top 3 reasons to use Open Source Software (OSS) are **higher quality**, **better security**, and their **ability to safely leverage the technology**

92% of Retail IT leaders report **Open Source** helped address Covid-related challenges

92% of Retail IT leaders believe Open Source Software is as **secure or more secure than proprietary software**

90% of Retail IT leaders share Open Source allows them to **take advantage of hybrid cloud architectures**

84% of Retail IT leaders **choose Open Source suppliers**

78% of Retail IT leaders **expect to increase their use of Open Source Software** for technologies

77% of Retail IT leaders say **Open Source is a key part of their security strategies**

70% of Retail IT leaders had a **more positive perception about Open Source in 2022** than they did in 2021

62% of the Retail industry's **Top use for Open Source is digital transformation**

624 In 2021 alone, there were **624 litigation cases from Non-Practicing Entities (NPE's)** in eCommerce and Software

NPEs are targeting at least **20 commonly used Open Source technologies** in the Retail & eCommerce industry
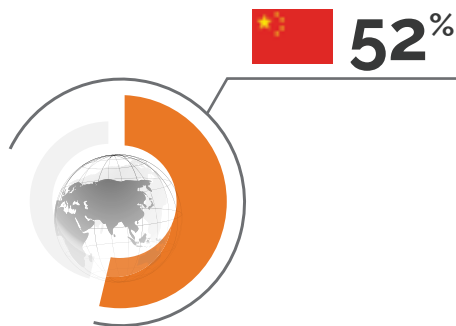
Retail & eCommerce
Market Trends

The global Retail market generated over $27 trillion (USD) in 2022 and is forecast to reach over **$30 trillion** (USD) by 2024
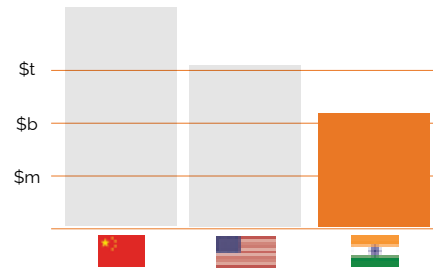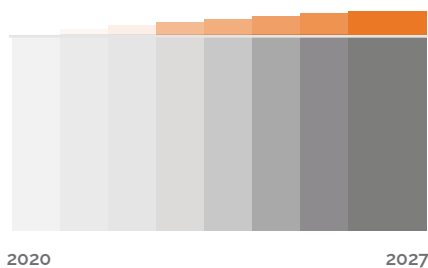
2020   2027

The global eCommerce market was valued at $9.1 trillion (USD) in 2019 and is expected to **grow at a Compound Annual Growth Rate (CAGR) of 14.7% from 2020 to 2027**

$t
$b
$m

India ranks 3rd among the biggest eCommerce markets, with online sales predicted to hit $118.9 billion (USD) in 2023

52%

With an annual growth rate of 21% and 780 million buyers, China is among the world's fastest-growing eCommerce markets with ~$3 trillion (USD) in annual online sales which account for **52% of total Retail sales**

57%

of global consumer spending occurred online in 2022

84%

Chinese consumers shopped on social media platforms in 2022

34%

Social commerce sales grew in 2022 to $53 billion (USD)

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Sources:

Business.com	National Retail Federation
Deloitte	Nielson IQ
eMarketer	Oberlo
HSBC	Open Invention Network
IBC	Red Hat
IBIS World	RPX
Kinsta	Statista
McKinsey & Company	Unified Patents