

# **Global Customer-To-Customer (C2C) Community Marketing Software Market Size study, By Type (On-Premises, Cloud-based), By Enterprise Size (Small and Medium Enterprises, Large Enterprises), By Application (Retail and e-Commerce, Health and Life Sciences, BFSI, Transport and Logistics), and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Customer-To-Customer (C2C) Community Marketing Software Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2028. Customer-to-customer (C2C) community marketing software is assisting organizations to create and manage online communities in which customers can engage with other users and learn about events that take place in the community. The rising retail e-commerce sales, growing integration of AI in business models, and increasing proliferation of smartphones, tablets, etc. are the major factors that are propelling the market demand across the globe. For instance, according to Statista, in 2019, the retail e-commerce sales worldwide are recorded at USD 3,351 billion and the amount is projected to grow and likely reach USD 7,391 billion. Thereby, the rising retail e-commerce sales are fueling the demand for Customer-To-Customer (C2C) community marketing software, which is accelerating market growth in the near future. However, heavy capital investments by stakeholders and a lack of awareness of hardware encryption technology impede the growth of the market over the forecast period of 2022-2028. Also, the surging adoption of cloud technology and substantial development of the retail and consumer goods industry are anticipated to act as catalyzing factors for the market demand during the forecast period.

The key regions considered for the global Customer-To-Customer (C2C) Community Marketing Software Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing spending on technological developments and increasing incorporation of AI and cloud technology in business models to improve consumer experience. Whereas, Asia-Pacific is anticipated to exhibit the highest CAGR over the forecast period 2022-2028. Factors such as the rising popularity of e-commerce, as well as economic development especially in countries such as South Korea, India, Japan, and China, would create lucrative growth prospects for the Customer-To-Customer (C2C) Community Marketing Software Market across the Asia-Pacific region.

Major market players included in this report are:

Bevy Labs, Inc.

IQ-Logic LLC.

Eventbrite

Facebook Inc.

Groups Place LLC

LinkedIn

Localist

Meetup

NationBuilder

Peatix Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

On-Premises

Cloud-based

By Enterprise Size:

Small and Medium Enterprises

Large Enterprises

By Application:

Retail and e-Commerce

Health and Life Sciences

BFSI

Transport and Logistics

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Customer-To-Customer (C2C) Community Marketing Software Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Billion)
  - 1.2.1. Customer-To-Customer (C2C) Community Marketing Software Market, by Region, 2020-2028 (USD Billion)
  - 1.2.2. Customer-To-Customer (C2C) Community Marketing Software Market, by Type, 2020-2028 (USD Billion)
  - 1.2.3. Customer-To-Customer (C2C) Community Marketing Software Market, by Enterprise Size, 2020-2028 (USD Billion)
  - 1.2.4. Customer-To-Customer (C2C) Community Marketing Software Market, by Application, 2020-2028 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL CUSTOMER-TO-CUSTOMER (C2C) COMMUNITY MARKETING SOFTWARE MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL CUSTOMER-TO-CUSTOMER (C2C) COMMUNITY MARKETING SOFTWARE MARKET DYNAMICS

- 3.1. Customer-To-Customer (C2C) Community Marketing Software Market Impact Analysis (2020-2028)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Rising retail e-commerce sales
    - 3.1.1.2. Growing integration of AI in business models
  - 3.1.2. Market Challenges
    - 3.1.2.1. Heavy capital investments by stakeholders
    - 3.1.2.2. Lack of awareness toward hardware encryption technology

### 3.1.3. Market Opportunities

#### 3.1.3.1. Surging adoption of cloud technology

#### 3.1.3.2. Substantial development of retail and consumer goods industry

## **CHAPTER 4. GLOBAL CUSTOMER-TO-CUSTOMER (C2C) COMMUNITY MARKETING SOFTWARE MARKET INDUSTRY ANALYSIS**

### 4.1. Porter's 5 Force Model

#### 4.1.1. Bargaining Power of Suppliers

#### 4.1.2. Bargaining Power of Buyers

#### 4.1.3. Threat of New Entrants

#### 4.1.4. Threat of Substitutes

#### 4.1.5. Competitive Rivalry

#### 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2028)

### 4.2. PEST Analysis

#### 4.2.1. Political

#### 4.2.2. Economical

#### 4.2.3. Social

#### 4.2.4. Technological

### 4.3. Investment Adoption Model

### 4.4. Analyst Recommendation & Conclusion

### 4.5. Top investment opportunity

### 4.6. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

#### 5.1.1. Assessment of the overall impact of COVID-19 on the industry

#### 5.1.2. Pre COVID-19 and post COVID-19 market scenario

## **CHAPTER 6. GLOBAL CUSTOMER-TO-CUSTOMER (C2C) COMMUNITY MARKETING SOFTWARE MARKET, BY TYPE**

### 6.1. Market Snapshot

### 6.2. Global Customer-To-Customer (C2C) Community Marketing Software Market by Type, Performance - Potential Analysis

### 6.3. Global Customer-To-Customer (C2C) Community Marketing Software Market Estimates & Forecasts by Type, 2018-2028 (USD Billion)

### 6.4. Customer-To-Customer (C2C) Community Marketing Software Market, Sub Segment Analysis

6.4.1. On-Premises

6.4.2. Cloud-based

## **CHAPTER 7. GLOBAL CUSTOMER-TO-CUSTOMER (C2C) COMMUNITY MARKETING SOFTWARE MARKET, BY ENTERPRISE SIZE**

7.1. Market Snapshot

7.2. Global Customer-To-Customer (C2C) Community Marketing Software Market by Enterprise Size, Performance – Potential Analysis

7.3. Global Customer-To-Customer (C2C) Community Marketing Software Market Estimates & Forecasts by Enterprise Size, 2018-2028 (USD Billion)

7.4. Customer-To-Customer (C2C) Community Marketing Software Market, Sub Segment Analysis

7.4.1. Small and Medium Enterprises

7.4.2. Large Enterprises

## **CHAPTER 8. GLOBAL CUSTOMER-TO-CUSTOMER (C2C) COMMUNITY MARKETING SOFTWARE MARKET, BY APPLICATION**

8.1. Market Snapshot

8.2. Global Customer-To-Customer (C2C) Community Marketing Software Market by Application, Performance - Potential Analysis

8.3. Global Customer-To-Customer (C2C) Community Marketing Software Market Estimates & Forecasts by Application, 2018-2028 (USD Billion)

8.4. Customer-To-Customer (C2C) Community Marketing Software Market, Sub Segment Analysis

8.4.1. Retail and e-Commerce

8.4.2. Health and Life Sciences

8.4.3. BFSI

8.4.4. Transport and Logistics

## **CHAPTER 9. GLOBAL CUSTOMER-TO-CUSTOMER (C2C) COMMUNITY MARKETING SOFTWARE MARKET, REGIONAL ANALYSIS**

9.1. Customer-To-Customer (C2C) Community Marketing Software Market, Regional Market Snapshot

9.2. North America Customer-To-Customer (C2C) Community Marketing Software Market

9.2.1. U.S. Customer-To-Customer (C2C) Community Marketing Software Market

- 9.2.1.1. Type breakdown estimates & forecasts, 2018-2028
- 9.2.1.2. Enterprise Size breakdown estimates & forecasts, 2018-2028
- 9.2.1.3. Application breakdown estimates & forecasts, 2018-2028
- 9.2.2. Canada Customer-To-Customer (C2C) Community Marketing Software Market
- 9.3. Europe Customer-To-Customer (C2C) Community Marketing Software Market Snapshot
  - 9.3.1. U.K. Customer-To-Customer (C2C) Community Marketing Software Market
  - 9.3.2. Germany Customer-To-Customer (C2C) Community Marketing Software Market
  - 9.3.3. France Customer-To-Customer (C2C) Community Marketing Software Market
  - 9.3.4. Spain Customer-To-Customer (C2C) Community Marketing Software Market
  - 9.3.5. Italy Customer-To-Customer (C2C) Community Marketing Software Market
  - 9.3.6. Rest of Europe Customer-To-Customer (C2C) Community Marketing Software Market
- 9.4. Asia-Pacific Customer-To-Customer (C2C) Community Marketing Software Market Snapshot
  - 9.4.1. China Customer-To-Customer (C2C) Community Marketing Software Market
  - 9.4.2. India Customer-To-Customer (C2C) Community Marketing Software Market
  - 9.4.3. Japan Customer-To-Customer (C2C) Community Marketing Software Market
  - 9.4.4. Australia Customer-To-Customer (C2C) Community Marketing Software Market
  - 9.4.5. South Korea Customer-To-Customer (C2C) Community Marketing Software Market
  - 9.4.6. Rest of Asia Pacific Customer-To-Customer (C2C) Community Marketing Software Market
- 9.5. Latin America Customer-To-Customer (C2C) Community Marketing Software Market Snapshot
  - 9.5.1. Brazil Customer-To-Customer (C2C) Community Marketing Software Market
  - 9.5.2. Mexico Customer-To-Customer (C2C) Community Marketing Software Market
- 9.6. Rest of The World Customer-To-Customer (C2C) Community Marketing Software Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Top Market Strategies
- 10.2. Company Profiles
  - 10.2.1. Bevy Labs, Inc.
    - 10.2.1.1. Key Information
    - 10.2.1.2. Overview
    - 10.2.1.3. Financial (Subject to Data Availability)
    - 10.2.1.4. Product Summary

- 10.2.1.5. Recent Developments
- 10.2.2. IQ-Logic LLC.
- 10.2.3. Eventbrite
- 10.2.4. Facebook Inc.
- 10.2.5. Groups Place LLC
- 10.2.6. LinkedIn
- 10.2.7. Localist
- 10.2.8. Meetup
- 10.2.9. NationBuilder
- 10.2.10. Peatix Inc.

## **CHAPTER 11. RESEARCH PROCESS**

- 11.1. Research Process
  - 11.1.1. Data Mining
  - 11.1.2. Analysis
  - 11.1.3. Market Estimation
  - 11.1.4. Validation
  - 11.1.5. Publishing
- 11.2. Research Attributes
- 11.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Customer-To-Customer (C2C) Community Marketing Software Market, report scope

TABLE 2. Global Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by Region 2018-2028 (USD Billion)

TABLE 3. Global Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by Type 2018-2028 (USD Billion)

TABLE 4. Global Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by Enterprise Size 2018-2028 (USD Billion)

TABLE 5. Global Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by Application 2018-2028 (USD Billion)

TABLE 6. Global Customer-To-Customer (C2C) Community Marketing Software Market by segment, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 7. Global Customer-To-Customer (C2C) Community Marketing Software Market by region, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 8. Global Customer-To-Customer (C2C) Community Marketing Software Market by segment, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 9. Global Customer-To-Customer (C2C) Community Marketing Software Market by region, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 10. Global Customer-To-Customer (C2C) Community Marketing Software Market by segment, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 11. Global Customer-To-Customer (C2C) Community Marketing Software Market by region, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 12. Global Customer-To-Customer (C2C) Community Marketing Software Market by segment, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 13. Global Customer-To-Customer (C2C) Community Marketing Software Market by region, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 14. Global Customer-To-Customer (C2C) Community Marketing Software Market by segment, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 15. Global Customer-To-Customer (C2C) Community Marketing Software Market by region, estimates & forecasts, 2018-2028 (USD Billion)

TABLE 16. U.S. Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 17. U.S. Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 18. U.S. Customer-To-Customer (C2C) Community Marketing Software Market

estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 19. Canada Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 20. Canada Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 21. Canada Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 22. UK Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 23. UK Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 24. UK Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 25. Germany Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 26. Germany Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 27. Germany Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 28. RoE Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 29. RoE Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 30. RoE Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 31. China Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 32. China Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 33. China Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 34. India Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 35. India Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 36. India Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 37. Japan Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 38. Japan Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 39. Japan Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 40. RoAPAC Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 41. RoAPAC Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 42. RoAPAC Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 43. Brazil Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 44. Brazil Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 45. Brazil Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 46. Mexico Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 47. Mexico Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 48. Mexico Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 49. RoLA Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 50. RoLA Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 51. RoLA Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 52. Row Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 53. Row Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 54. Row Customer-To-Customer (C2C) Community Marketing Software Market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 55. List of secondary sources, used in the study of global Customer-To-Customer (C2C) Community Marketing Software Market

TABLE 56. List of primary sources, used in the study of global Customer-To-Customer (C2C) Community Marketing Software Market

TABLE 57. Years considered for the study

TABLE 58. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

FIG 1. Global Customer-To-Customer (C2C) Community Marketing Software Market, research methodology

FIG 2. Global Customer-To-Customer (C2C) Community Marketing Software Market, market estimation techniques

FIG 3. Global market size estimates & forecast methods

FIG 4. Global Customer-To-Customer (C2C) Community Marketing Software Market, key trends 2021

FIG 5. Global Customer-To-Customer (C2C) Community Marketing Software Market, growth prospects 2022-2028

FIG 6. Global Customer-To-Customer (C2C) Community Marketing Software Market, porters 5 force model

FIG 7. Global Customer-To-Customer (C2C) Community Marketing Software Market, pest analysis

FIG 8. Global Customer-To-Customer (C2C) Community Marketing Software Market, value chain analysis

FIG 9. Global Customer-To-Customer (C2C) Community Marketing Software Market by segment, 2018 & 2028 (USD Billion)

FIG 10. Global Customer-To-Customer (C2C) Community Marketing Software Market by segment, 2018 & 2028 (USD Billion)

FIG 11. Global Customer-To-Customer (C2C) Community Marketing Software Market by segment, 2018 & 2028 (USD Billion)

FIG 12. Global Customer-To-Customer (C2C) Community Marketing Software Market by segment, 2018 & 2028 (USD Billion)

FIG 13. Global Customer-To-Customer (C2C) Community Marketing Software Market by segment, 2018 & 2028 (USD Billion)

FIG 14. Global Customer-To-Customer (C2C) Community Marketing Software Market, regional snapshot 2018 & 2028

FIG 15. North America Customer-To-Customer (C2C) Community Marketing Software Market 2018 & 2028 (USD Billion)

FIG 16. Europe Customer-To-Customer (C2C) Community Marketing Software Market 2018 & 2028 (USD Billion)

FIG 17. Asia Pacific Customer-To-Customer (C2C) Community Marketing Software market 2018 & 2028 (USD Billion)

FIG 18. Latin America Customer-To-Customer (C2C) Community Marketing Software Market 2018 & 2028 (USD Billion)

FIG 19. Global Customer-To-Customer (C2C) Community Marketing Software Market, company market share analysis (2021)

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