

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

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