

# **Global Online Classified Market Size study, by Revenue Source (Website Classified, social media Classified, Search Engine Marketing), by Business Model (Horizontal Model, Vertical Model), by Type (Product Classified, Service Classified) and Regional Forecasts 2022-2032**

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## **Abstracts**

The global Online Classified Market was valued at approximately USD 100.76 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 24.92% over the forecast period 2024-2032. Online classifieds have revolutionized the way individuals and businesses connect with potential customers by providing a cost-effective and user-friendly platform to advertise products and services. This digital transformation is further bolstered by the increasing reliance on smart devices, such as smartphones, laptops, and tablets, enabling users to access classified platforms seamlessly. Moreover, the ongoing advancements in mobile advertising and the growing adoption of social platforms are set to create numerous opportunities for market players in the coming years. For instance, the affordability and ease of use of online classifieds are particularly beneficial for small businesses and individuals, allowing them to reach a wider audience without incurring significant costs. The burgeoning growth of the Online Classified Market is largely driven by the rising internet penetration, increased use of smartphones, and the burgeoning popularity of social media platforms.

The increased use of smartphones has been a pivotal driver in expanding the demand for the online classified market. In recent years, smartphones have become ubiquitous, providing easy access to internet connectivity and mobile applications. This accessibility has empowered users to browse, list, and transact goods and services conveniently through online classified platforms anytime and anywhere. The user-friendly interfaces of these platforms, optimized for mobile devices, have further facilitated seamless

interactions and transactions. Moreover, smartphones have enabled a broader demographic to participate in the online classified market, including those in remote or underserved areas who may have limited access to traditional advertising channels. The ability to take and upload photos directly from smartphones has simplified the process of listing items for sale, enhancing the market's efficiency and reach. However, high cost of implementation and increase in security concerns restrain demand for the Global Online Classified Market during the forecast period 2024-2032.

The key region in the Global Online Classified Market includes North America, Europe, Asia Pacific, Latin America, and Middle East & Africa. Geographically, in 2023, North America accounted for the largest market share in terms of revenue, driven by the region's high rate of adoption of advanced technologies and the presence of numerous e-commerce companies. The region's robust digital infrastructure, high internet penetration rates, and widespread adoption of e-commerce platforms fuelled its leadership position. The market saw significant growth driven by the increasing reliance on digital platforms for buying and selling goods, services, and real estate. North America's advanced technological landscape and strong consumer spending further bolstered its online classified market, highlighting its pivotal role in shaping global trends and setting benchmarks for innovation and market expansion in the digital marketplace. Asia-Pacific expected to exhibit the fastest growth rate during the forecast period due to substantial investments in digital advertising and the rising number of businesses.

Major market players included in this report are:

Masig  
Singapore Press Holdings Ltd. Co.  
Syoknya  
Jualo  
Craigslist  
OLX Group  
Gumtree  
eBay Classifieds Group  
Facebook Marketplace  
Quikr

The detailed segments and sub-segment of the market are explained below:

By Revenue Source:

Website Classified  
Social Media Classified  
Search Engine Marketing

**By Business Model:**

Horizontal Model

Vertical Model

**By Type:**

Product Classified

Service Classified

**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 Latin America

Middle East &amp; Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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