

# Global Group Buying Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview

Group buying is a marketing strategy that involves offering products or services at significantly discounted prices to consumers, contingent on a minimum number of buyers making the purchase. This approach leverages collective purchasing power to secure better deals from suppliers. Group buying platforms have gained popularity due to their ability to provide consumers with substantial discounts while helping businesses increase sales volumes.

The current market size for group buying services is estimated at approximately USD 1.2 billion in 2023. This market is projected to grow at a compound annual growth rate (CAGR) of 7.85% from 2024 to 2032. Key growth drivers for the group buying market include the increasing adoption of online shopping, growing consumer demand for discounts and deals, and the rise of e-commerce platforms offering group buying options. Additionally, the COVID-19 pandemic has accelerated the shift towards online shopping, further boosting the demand for group buying services.

One prominent trend in the group buying market is the customization of deals to cater to specific consumer preferences. Platforms are utilizing data analytics to offer personalized deals based on individual shopping behavior and preferences. This trend not only enhances the customer experience but also increases customer loyalty and engagement. Another trend is the integration of social media platforms to promote group buying deals, leveraging social networks to reach a wider audience and drive sales.

Furthermore, the market is witnessing a rise in mobile group buying apps, allowing

consumers to access deals conveniently on their smartphones. This shift towards mobile platforms aligns with the increasing use of mobile devices for online shopping and reflects the importance of seamless user experiences in driving engagement and sales. Moreover, sustainability and ethical consumerism are becoming significant trends in group buying, with consumers showing a preference for eco-friendly products and socially responsible businesses.

In terms of regional market distribution, leading markets for group buying services include North America, Europe, and Asia Pacific. North America dominates the market due to high internet penetration rates, tech-savvy consumers, and a strong e-commerce ecosystem. Europe follows closely, with a growing trend towards online shopping and a willingness to explore new purchasing models. In Asia Pacific, rapid digitalization, increasing disposable incomes, and a large population of young tech-savvy consumers are driving the growth of the group buying market.

Despite its growth potential, the group buying market faces challenges such as intense competition among platforms, ensuring sustainable profit margins for businesses, and maintaining customer trust and satisfaction. Platforms need to continuously innovate, enhance their value propositions, and build strong relationships with both consumers and suppliers to overcome these challenges and sustain growth in the dynamic e-commerce landscape.

This report provides a deep insight into the global Group Buying market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Group Buying Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Group Buying market in any manner.

## Global Group Buying Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Groupon

GoodTwo

Meituan Dianping

Alibaba

LivingSocial

Woot

1SaleADay

Ruelala

Hautelook

Zulily

BelleChic

Amazon

JingDong

### Market Segmentation (by Type)

Online Group Buying

O2O

Other

Market Segmentation (by Application)

Retail Industry

Online Shopping Industry

Food Service Industry

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Group Buying Market

Overview of the regional outlook of the Group Buying Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights,

product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Group Buying Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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