

Global Online Classified Market: (2018-2022 Edition)

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Abstracts

Scope of the Report

The report entitled “Global Online Classified Market: (2018-2022 Edition)” provides a comprehensive analysis of the global online classified market by value, and market share by region. The report also encompasses digital advertising market in terms of value and market share by segments.

The report provides a regional analysis of the online classified market, including the following regions: the US, Middle East and Africa, Asia Pacific, Latin America and Europe.

Growth of the overall global online classified market has forecasted for the period 2018-2022, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Over the past few years, the online classifieds has seen the rise of dominant market leaders in the space. The competition in the global online classifieds market is dominated by the big players, Naspers Group, eBay, Inc. and Craigslist (in the US). Company profiling of these major players has also been provided in the report with their financial information and respective business strategies.

Company Coverage

Naspers Group

EBay, Inc.

Craigslist

Executive Summary

The paid form of communication, which is non-personal, and addresses the mass population about goods and services, causes, organizations, etc. through different means such as print, direct mail, television, radio, digital and internet is known as advertising. Advertising can be categorized into online/digital advertising, print advertising, mobile advertising, and broadcast advertising etc.

Digital advertising is that type of advertising in which a business taps internet technologies to deliver promotional advertisement to consumers. Mobile advertising, display advertising, online classified advertising, social network advertising, affiliate marketing, etc. are some of the major types of digital advertising.

Classified ads are the domain of newspapers, which offer advertisers cheap, small-type notices sorted under specific categories. Classified ads could be segregated into newspaper, online and others. Online classified advertising is one of the fastest-growing types of online advertising. Online classifieds is all about buying and selling a range of goods and services. Online classifieds could be categorized into automobiles, furniture, matrimony, recruitment, real estate, etc.

Online classifieds could be of two types: Horizontal and Vertical. The horizontal classifieds include different products ranging from furniture, electronics, apparels, etc. The vertical classified is restricted to single platform for instance LinkedIn which advertises different jobs and vacancies.

The global online classified market has shown rising trends over the years 2013-2017, and anticipations are made that the market would grow at a rapid pace in the next four years i.e. 2018 to 2022. Growth in the market would be primarily driven by rising smartphone as well as internet penetration, growing e-commerce industry, rising youth population globally etc. Developing country barriers, social media threat, and technological barriers are some of the major restrains in the growth of the market.

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