

Global Online Classified Market: Size & Forecasts with Impact Analysis of Covid-19 (2020-2024 Edition)

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Abstracts

Scope of the Report

The report titled “Global Online Classified Market: Size & Forecasts with Impact Analysis of Covid-19 (2020-2024 Edition)” provides an in-depth analysis of the global online classifieds market by value, by number of users, by B2C expenditure and by region, etc.

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

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global online classified market has also been forecasted for the period 2020-2024, 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). Further, key players of the online classified market Naspers Group, eBay Inc. and Craigslist are also profiled with their financial information and respective business strategies.

Company Coverage

Naspers Group

eBay, Inc.

Craigslist

Executive Summary

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 categorised 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 increased at a significant CAGR during the years 2015-2019 and projections are made that the market would rise in the next four years i.e. 2020-2024 tremendously. The online classified market is expected to increase due to growth in retail e-commerce industry, increase in number of smartphone users, increasing internet penetration, growing global youth population, etc. Yet the market faces some challenges such as, need for technological barriers, developing country barriers, social media threat, etc.

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