

# Global Group Buying Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

Group buying, also known as collective buying, offers products and services at significantly reduced prices on the condition that a minimum number of buyers would make the purchase. Origins of group buying can be traced to China where it is known as Tu?n G?u (Chinese: ??) or team buying.

In recent times, group buying websites have emerged as a major player in online shopping business. Typically, these websites feature a 'deal of the day', with the deal kicking in when a set number of people agree to buy the product or service. Buyers then print off a voucher to claim their discount at the retailer. Many of the group-buying sites work by negotiating deals with local merchants and promising to deliver a higher foot count in exchange for better prices.

### SCOPE OF THE REPORT:

The global Group Buying market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Group Buying.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

This report studies the Group Buying market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Group Buying market by product type and applications/end industries.

Market Segment by Companies, this report covers

Groupon

GoodTwo

Meituan Dianping

Alibaba

LivingSocial

Woot

1SaleADay

Ruelala

Hautelook

Zulily

BelleChic

Amazon

JingDong

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Online

O2O

Other

Market Segment by Applications, can be divided into

Retail Industry

Online Shopping Industry

Food Service Industry

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