

Global Group Buying Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Group Buying market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

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.

The Global Info Research report includes an overview of the development of the Group Buying industry chain, the market status of Retail Industry (Online Group Buying, O2O), Online Shopping Industry (Online Group Buying, O2O), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Group Buying.

Regionally, the report analyzes the Group Buying markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Group Buying market, with robust domestic demand, supportive policies, and a strong

manufacturing base.

Key Features:

The report presents comprehensive understanding of the Group Buying market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Group Buying industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Online Group Buying, O2O).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Group Buying market.

Regional Analysis: The report involves examining the Group Buying market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Group Buying market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Group Buying:

Company Analysis: Report covers individual Group Buying players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Group Buying This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Retail Industry, Online Shopping Industry).

Technology Analysis: Report covers specific technologies relevant to Group Buying. It assesses the current state, advancements, and potential future developments in Group Buying areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Group Buying market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Group Buying market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Online Group Buying

O2O

Other

Market segment by Application

Retail Industry

Online Shopping Industry

Food Service Industry

Market segment by players, 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, Italy, and Rest of Europe)

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Group Buying product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Group Buying, with revenue, gross margin and global market share of Group Buying from 2019 to 2024.

Chapter 3, the Group Buying competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Group Buying market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Group Buying.

Chapter 13, to describe Group Buying research findings and conclusion.

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