

# Global Online to Offline Commerce 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 Online to Offline Commerce market size was valued at USD 199160 million in 2023 and is forecast to a readjusted size of USD 477400 million by 2030 with a CAGR of 13.3% during review period.

O2O (online to offline) refers to a new-type e-commerce model in which through the websites in the online shopping malls or their own websites, the merchants show the information of products and services to customers; meanwhile, through QR code, APP or location based service (LBS), customers login the online stores or filter the online products and services and then make the order and pay the bills, but they validate and experience the consumptions offline. This model not only meets the personalized demand of customers, but also helps the merchants to propagate their information of products and services faster, farther and wider.

Asia-Pacific is the largest Online to Offline Commerce market with about 36% market share. North America is follower, accounting for about 32% market share. The key manufacturers are Booking Holdings, Expedia, Uber, Didi Chuxing, Airbnb, Ctrip, Suning.com, Meituan Dianping, 58.com, Tuniu Corporation, Fang Holdings Limited, Leju Holding Limited, Alibaba Health, Ping An Good Doctor, Grab Holdings, eHi Auto Services Limited etc. Top 3 companies occupied about 32% market share.

The Global Info Research report includes an overview of the development of the Online to Offline Commerce industry chain, the market status of Travel & Tourism (Group-Buying Platform, Online Shopping Platform), Hotel Booking (Group-Buying Platform, Online Shopping Platform), and key enterprises in developed and developing market,

and analysed the cutting-edge technology, patent, hot applications and market trends of Online to Offline Commerce.

Regionally, the report analyzes the Online to Offline Commerce 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 Online to Offline Commerce market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Online to Offline Commerce 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 Online to Offline Commerce 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., Group-Buying Platform, Online Shopping Platform).

**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 Online to Offline Commerce market.

**Regional Analysis:** The report involves examining the Online to Offline Commerce 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 Online to Offline Commerce market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Online to Offline Commerce:

**Company Analysis:** Report covers individual Online to Offline Commerce 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 Online to Offline Commerce. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Travel & Tourism, Hotel Booking).

**Technology Analysis:** Report covers specific technologies relevant to Online to Offline Commerce. It assesses the current state, advancements, and potential future developments in Online to Offline Commerce areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Online to Offline Commerce 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

Online to Offline Commerce 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

Group-Buying Platform

Online Shopping Platform

Business Circle Platform

### Market segment by Application

Travel & Tourism

Hotel Booking

Ridesharing

Restaurant

Others

Market segment by players, this report covers

Booking Holdings

Expedia

Uber

Didi Chuxing

Airbnb

Ctrip

Suning.com

Meituan Dianping

58.com

Tuniu Corporation

Fang Holdings Limited

Leju Holding Limited

Alibaba Health

Ping An Good Doctor

Grab Holdings

eHi Auto Services Limited

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 Online to Offline Commerce product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Online to Offline Commerce 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 Online to Offline Commerce 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 Online to Offline Commerce.

Chapter 13, to describe Online to Offline Commerce research findings and conclusion.

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