

2020-2025 Global Information Broker Service Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

The data are aggregated to create individual profiles, often made up of thousands of individual pieces of information, such as a person's age, race, gender, height, weight, marital status, religious affiliation, political affiliation, occupation, household income, net worth, home ownership status, investment habits, product preferences and health-related interests. Brokers then sell the profiles to other organizations that use them mainly to target advertising and marketing towards specific groups, to verify a person's identity including for purposes of fraud detection, and to sell to individuals and organizations so they can research people for various reasons.

This report elaborates the market size, market characteristics, and market growth of the Information Broker Service industry, and breaks down according to the type, application, and consumption area of Information Broker Service. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Information Broker Service in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Information Broker Service market covered in Chapter 13:

Credit Karma

American Express

Experian

Identity Guard

Noddle

TransUnion

Innovis

myFICO

Equifax

FICO

Bankrate

In Chapter 6, on the basis of types, the Information Broker Service market from 2015 to 2025 is primarily split into:

Hybrid Paid

Subscription

Pay per Use Paid

Hybrid Paid

In Chapter 7, on the basis of applications, the Information Broker Service market from 2015 to 2025 covers:

personal

Media

Manufacturing

Government Sector

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States

Europe

China

Japan

India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France
Italy
Spain
Others
Asia-Pacific (Covered in Chapter 10)
China
Japan
India
South Korea
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 11)
Saudi Arabia
UAE
South Africa
Others
South America (Covered in Chapter 12)
Brazil
Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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