

# **2020-2025 Global Online Group Buying Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)**

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## **Abstracts**

Online group buying refers to the formation of a group to buy things collectively through the Internet platform. Online group buying has a cheaper, more affordable price, a system that offers daily discounts for a variety of services and products, and is a new form of marketing for promotional borders.

This report elaborates the market size, market characteristics, and market growth of the Online Group Buying industry, and breaks down according to the type, application, and consumption area of Online Group Buying. 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 Online Group Buying 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 Online Group Buying market covered in Chapter 13:

Westfield

Calvin Klein

Miss Sixty

Taobao

Amazon

Emporio Armani

Unibail-Rodamco

GoNabit

Diesel

Guess

Cherry Media

Vipshop

Fight a lot

In Chapter 6, on the basis of types, the Online Group Buying market from 2015 to 2025 is primarily split into:

Discount form

Coupon form

Others

In Chapter 7, on the basis of applications, the Online Group Buying market from 2015 to 2025 covers:

Enterprise

Personal business

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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