

# Global Group Buying Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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## Abstracts

Group Buying, which is a system that provides daily discounts for various services and products, is a new form of marketing at the junction of promotion and pricing that had attracted the attention of both practitioners and academia. Group Buying is helping millions of consumers to access great discounts from manufacturers by forming teams agreeing to buy certain amounts.

Based on the Group Buying market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Group Buying market covered in Chapter 5:

Hautelook  
Ruelala  
BuyWithMe  
LivingSocial  
GoodTwo  
Eversave  
Amazon  
Woot  
BelleChic  
1SaleADay  
Groupon  
Zulily

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

B2B  
B2C

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

Consumer Electrics and Computers  
Cosmetics  
Household Appliances  
Furniture and Home-ware  
Others

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)  
United States  
Canada  
Mexico  
Europe (Covered in Chapter 10)  
Germany

UK  
France  
Italy  
Spain  
Russia  
Others  
Asia-Pacific (Covered in Chapter 11)  
China  
Japan  
South Korea  
Australia  
India  
South America (Covered in Chapter 12)  
Brazil  
Argentina  
Columbia  
Middle East and Africa (Covered in Chapter 13)  
UAE  
Egypt  
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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