

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

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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.

Based on the Online 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 Online Group Buying market covered in Chapter 5:

Cherry Media

Calvin Klein

GoNabit

Diesel

Fight a lot  
Unibail-Rodamco  
Guess  
Emporio Armani  
Miss Sixty  
Westfield  
Taobao  
Vipshop  
Amazon

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 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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