

Global Online to Offline Commerce Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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Abstracts

O2O (online to offline) refers to a new e-commerce model, through online malls or their own websites, businesses show customers information about products and services; at the same time, through QR code, APP or location-based services (LBS), customers log into online stores or filter online products and services, and then place orders and pay bills. Single, but they verify and experience consumption offline. This model can not only meet the individual needs of customers, but also help businesses to disseminate information about products and services faster, farther and more widely.

Based on the Online to Offline Commerce 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 to Offline Commerce market covered in Chapter 5:
Groupon

Zalando

Uber

Airbnb

Rakuten, Inc.

Alibaba Group Holding Ltd.

Jingdong

B2W Companhia Digital

Amazon, Inc.

Expedia

Booking Holdings

eBay Inc.

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

Group-Buying Platform

Online Shopping Platform

Business Circle Platform

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

Travel & Tourism

Hotel Booking

Ridesharing

Restaurant

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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