

Online-to-Offline (O2O) Local Services Market, Global Outlook and Forecast 2022-2028

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Abstracts

Online to offline is a phrase (commonly abbreviated to O2O) that is used in digital marketing to describe systems enticing consumers within a digital environment to make purchases of goods or services from physical businesses.

This report contains market size and forecasts of Online-to-Offline (O2O) Local Services in Global, including the following market information:

Global Online-to-Offline (O2O) Local Services Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Online-to-Offline (O2O) Local Services market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Basic Service Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Online-to-Offline (O2O) Local Services include Tencent, Alibaba, JD, Amazon, Meituan, Rakuten, Yahoo, DMM.com and Coupang and etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Online-to-Offline (O2O) Local Services companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Online-to-Offline (O2O) Local Services Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Online-to-Offline (O2O) Local Services Market Segment Percentages, by Type, 2021 (%)

Basic Service

Premium Service

Global Online-to-Offline (O2O) Local Services Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Online-to-Offline (O2O) Local Services Market Segment Percentages, by Application, 2021 (%)

Household

Business

Global Online-to-Offline (O2O) Local Services Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Online-to-Offline (O2O) Local Services Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Online-to-Offline (O2O) Local Services revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Online-to-Offline (O2O) Local Services revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Tencent

Alibaba

JD

Amazon

Meituan

Rakuten

Yahoo

DMM.com

Coupang

G-Market

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