

# Social Purchasing - Global Market Outlook (2016-2022)

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## Abstracts

According to Statistics MRC, the Global Social Purchasing Market accounted for \$XX million in 2015 and is expected to reach \$XX million by 2022 growing at a CAGR of XX% from 2015 to 2022. Facebook commands the social purchasing market accounting for an average of 80% of all orders from social media. Amazingly Polyvore site observed the largest average order value ahead of other top social sites. Also significant in this category is Instagram which is also witnessing greater average orders than Facebook, Pinterest and Twitter. Buy-type buttons assist marketers track orders directly to the platform. All the major players such as Facebook, Twitter, Pinterest are busy in developing these buy buttons. Pinterest is already gaining grip as an ad platform with its rollout of promoted pin native ads. Players design these buttons to ease the steps it requires for website guests to purchase items from the store.

Some of the key players in the market are Facebook, Twitter, Pinterest, Privalia, Instagram, 3dcart, 8th Bridge, Adgregate Markets, Beachmint, Ecwid, Ghigg, Groupon, Kupivip, Living Social, Milyoni, Moontoast and Payvment.

### Devices Covered

Smartphones

Tablets

Laptops & Desktops

### Services Covered

Software Provider

Advertising/SEO

Consulting Companies

Social Commerce Platform

#### Verticals Covered

Foods & Beverages

Retail & Clothing

Entertainment

Travels

Other Industries

#### **Regions Covered:**

North America

US

Canada

Mexico

Europe

Germany

France

Italy

UK

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

Rest of Asia Pacific

Rest of the World

Middle East

Brazil

Argentina

South Africa

Egypt

### **What our report offers:**

Market share assessments for the regional and country level segments

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 7 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Emerging Markets

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

### **5 GLOBAL SOCIAL PURCHASING MARKET, BY DEVICE**

- 5.1 Introduction

5.2 Smartphones

5.3 Tablets

5.4 Laptops & Desktops

## **6 GLOBAL SOCIAL PURCHASING MARKET, BY SERVICE**

6.1 Introduction

6.2 Software Provider

6.3 Advertising/SEO

6.4 Consulting Companies

6.5 Social Commerce Platform

## **7 GLOBAL SOCIAL PURCHASING MARKET, BY VERTICAL**

7.1 Introduction

7.2 Foods & Beverages

7.3 Retail & Clothing

7.4 Entertainment

7.5 Travels

7.6 Other Industries

## **8 GLOBAL SOCIAL PURCHASING MARKET, BY GEOGRAPHY**

8.1 North America

8.1.1 US

8.1.2 Canada

8.1.3 Mexico

8.2 Europe

8.2.1 Germany

8.2.2 France

8.2.3 Italy

8.2.4 UK

8.2.5 Spain

8.2.8 Rest of Europe

8.3 Asia Pacific

8.3.1 Japan

8.3.2 China

8.3.3 India

8.3.4 Australia

- 8.3.5 New Zealand
- 8.3.8 Rest of Asia Pacific
- 8.4 Rest of the World
  - 8.4.1 Middle East
  - 8.4.2 Brazil
  - 8.4.3 Argentina
  - 8.4.4 South Africa
  - 8.4.5 Egypt

## **9 KEY DEVELOPMENTS**

- 9.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 9.2 Acquisitions & Mergers
- 9.3 New Product Launch
- 9.4 Expansions
- 9.5 Other Key Strategies

## **10 COMPANY PROFILING**

- 10.1 Facebook
- 10.2 Twitter
- 10.3 Pinterest
- 10.4 Privalia
- 10.5 Instagram
- 10.6 3dcart
- 10.7 8th Bridge
- 10.1 Adgregate Markets
- 10.9 Beachmint
- 10.10 Ecwid
- 10.11 Ghigg
- 10.10 Groupon
- 10.13 Kupivip
- 10.14 Living Social
- 10.15 Milyoni
- 10.16 Moontoast
- 10.17 Payvment

## List Of Tables

### LIST OF TABLES

Table 1 Global Social Purchasing Market Outlook, By Region (2013-2022) (\$MN)

Table 2 Global Social Purchasing Market Outlook, By Device (2013-2022) (\$MN)

Table 3 Global Social Purchasing Market Outlook, By Smartphones (2013-2022) (\$MN)

Table 4 Global Social Purchasing Market Outlook, By Tablets (2013-2022) (\$MN)

Table 5 Global Social Purchasing Market Outlook, By Laptops & Desktops (2013-2022) (\$MN)

Table 6 Global Social Purchasing Market Outlook, By Service (2013-2022) (\$MN)

Table 7 Global Social Purchasing Market Outlook, By Software Provider (2013-2022) (\$MN)

Table 8 Global Social Purchasing Market Outlook, By Advertising/SEO (2013-2022) (\$MN)

Table 9 Global Social Purchasing Market Outlook, By Consulting Companies (2013-2022) (\$MN)

Table 10 Global Social Purchasing Market Outlook, By Social Commerce Platform (2013-2022) (\$MN)

Table 11 Global Social Purchasing Market Outlook, By Vertical (2013-2022) (\$MN)

Table 12 Global Social Purchasing Market Outlook, By Foods & Beverages (2013-2022) (\$MN)

Table 13 Global Social Purchasing Market Outlook, By Retail & Clothing (2013-2022) (\$MN)

Table 14 Global Social Purchasing Market Outlook, By Entertainment (2013-2022) (\$MN)

Table 15 Global Social Purchasing Market Outlook, By Travels (2013-2022) (\$MN)

Table 16 Global Social Purchasing Market Outlook, By Other Industries (2013-2022) (\$MN)

Table 17 North America Social Purchasing Market Outlook, By Country (2013-2022) (\$MN)

Table 18 North America Social Purchasing Market Outlook, By Device (2013-2022) (\$MN)

Table 19 North America Social Purchasing Market Outlook, By Smartphones (2013-2022) (\$MN)

Table 20 North America Social Purchasing Market Outlook, By Tablets (2013-2022) (\$MN)

Table 21 North America Social Purchasing Market Outlook, By Laptops & Desktops (2013-2022) (\$MN)



Table 22 North America Social Purchasing Market Outlook, By Service (2013-2022) (\$MN)

Table 23 North America Social Purchasing Market Outlook, By Software Provider (2013-2022) (\$MN)

Table 24 North America Social Purchasing Market Outlook, By Advertising/SEO (2013-2022) (\$MN)

Table 25 North America Social Purchasing Market Outlook, By Consulting Companies (2013-2022) (\$MN)

Table 26 North America Social Purchasing Market Outlook, By Social Commerce Platform (2013-2022) (\$MN)

Table 27 North America Social Purchasing Market Outlook, By Vertical (2013-2022) (\$MN)

Table 28 North America Social Purchasing Market Outlook, By Foods & Beverages (2013-2022) (\$MN)

Table 29 North America Social Purchasing Market Outlook, By Retail & Clothing (2013-2022) (\$MN)

Table 30 North America Social Purchasing Market Outlook, By Entertainment (2013-2022) (\$MN)

Table 31 North America Social Purchasing Market Outlook, By Travels (2013-2022) (\$MN)

Table 32 North America Social Purchasing Market Outlook, By Other Industries (2013-2022) (\$MN)

Table 33 Europe Social Purchasing Market Outlook, By Country (2013-2022) (\$MN)

Table 34 Europe Social Purchasing Market Outlook, By Device (2013-2022) (\$MN)

Table 35 Europe Social Purchasing Market Outlook, By Smartphones (2013-2022) (\$MN)

Table 36 Europe Social Purchasing Market Outlook, By Tablets (2013-2022) (\$MN)

Table 37 Europe Social Purchasing Market Outlook, By Laptops & Desktops (2013-2022) (\$MN)

Table 38 Europe Social Purchasing Market Outlook, By Service (2013-2022) (\$MN)

Table 39 Europe Social Purchasing Market Outlook, By Software Provider (2013-2022) (\$MN)

Table 40 Europe Social Purchasing Market Outlook, By Advertising/SEO (2013-2022) (\$MN)

Table 41 Europe Social Purchasing Market Outlook, By Consulting Companies (2013-2022) (\$MN)

Table 42 Europe Social Purchasing Market Outlook, By Social Commerce Platform (2013-2022) (\$MN)

Table 43 Europe Social Purchasing Market Outlook, By Vertical (2013-2022) (\$MN)

Table 44 Europe Social Purchasing Market Outlook, By Foods & Beverages  
(2013-2022) (\$MN)

Table 45 Europe Social Purchasing Market Outlook, By Retail & Clothing (2013-2022)  
(\$MN)

Table 46 Europe Social Purchasing Market Outlook, By Entertainment (2013-2022)  
(\$MN)

Table 47 Europe Social Purchasing Market Outlook, By Travels (2013-2022) (\$MN)

Table 48 Europe Social Purchasing Market Outlook, By Other Industries (2013-2022)  
(\$MN)

Table 49 Asia Pacific Social Purchasing Market Outlook, By Country (2013-2022) (\$MN)

Table 50 Asia Pacific Social Purchasing Market Outlook, By Device (2013-2022) (\$MN)

Table 51 Asia Pacific Social Purchasing Market Outlook, By Smartphones (2013-2022)  
(\$MN)

Table 52 Asia Pacific Social Purchasing Market Outlook, By Tablets (2013-2022) (\$MN)

Table 53 Asia Pacific Social Purchasing Market Outlook, By Laptops & Desktops  
(2013-2022) (\$MN)

Table 54 Asia Pacific Social Purchasing Market Outlook, By Service (2013-2022) (\$MN)

Table 55 Asia Pacific Social Purchasing Market Outlook, By Software Provider  
(2013-2022) (\$MN)

Table 56 Asia Pacific Social Purchasing Market Outlook, By Advertising/SEO  
(2013-2022) (\$MN)

Table 57 Asia Pacific Social Purchasing Market Outlook, By Consulting Companies  
(2013-2022) (\$MN)

Table 58 Asia Pacific Social Purchasing Market Outlook, By Social Commerce Platform  
(2013-2022) (\$MN)

Table 59 Asia Pacific Social Purchasing Market Outlook, By Vertical (2013-2022) (\$MN)

Table 60 Asia Pacific Social Purchasing Market Outlook, By Foods & Beverages  
(2013-2022) (\$MN)

Table 61 Asia Pacific Social Purchasing Market Outlook, By Retail & Clothing  
(2013-2022) (\$MN)

Table 62 Asia Pacific Social Purchasing Market Outlook, By Entertainment (2013-2022)  
(\$MN)

Table 63 Asia Pacific Social Purchasing Market Outlook, By Travels (2013-2022) (\$MN)

Table 64 Asia Pacific Social Purchasing Market Outlook, By Other Industries  
(2013-2022) (\$MN)

Table 65 RoW Social Purchasing Market Outlook, By Country (2013-2022) (\$MN)

Table 66 RoW Social Purchasing Market Outlook, By Device (2013-2022) (\$MN)

Table 67 RoW Social Purchasing Market Outlook, By Smartphones (2013-2022) (\$MN)

Table 68 RoW Social Purchasing Market Outlook, By Tablets (2013-2022) (\$MN)

Table 69 RoW Social Purchasing Market Outlook, By Laptops & Desktops (2013-2022) (\$MN)

Table 70 RoW Social Purchasing Market Outlook, By Service (2013-2022) (\$MN)

Table 71 RoW Social Purchasing Market Outlook, By Software Provider (2013-2022) (\$MN)

Table 72 RoW Social Purchasing Market Outlook, By Advertising/SEO (2013-2022) (\$MN)

Table 73 RoW Social Purchasing Market Outlook, By Consulting Companies (2013-2022) (\$MN)

Table 74 RoW Social Purchasing Market Outlook, By Social Commerce Platform (2013-2022) (\$MN)

Table 75 RoW Social Purchasing Market Outlook, By Vertical (2013-2022) (\$MN)

Table 76 RoW Social Purchasing Market Outlook, By Foods & Beverages (2013-2022) (\$MN)

Table 77 RoW Social Purchasing Market Outlook, By Retail & Clothing (2013-2022) (\$MN)

Table 78 RoW Social Purchasing Market Outlook, By Entertainment (2013-2022) (\$MN)

Table 79 RoW Social Purchasing Market Outlook, By Travels (2013-2022) (\$MN)

Table 80 RoW Social Purchasing Market Outlook, By Other Industries (2013-2022) (\$MN)

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