

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 Payment.

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

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