

Global Online Classifieds Market (by Product Type, Source and Region): Insights & Forecast with Potential Impact of COVID-19 (2020-2024)

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Abstracts

The global online classified market is expected to reach US\$32.33 billion in 2024, increasing at a CAGR of 9.40%, for the duration spanning 2020-2024. The factors such as growth in mobile advertisement, rise in use of mobile wallets, increasing number of smartphone users, rapid urbanization and rising usage of the internet would drive the growth of the market. However, the market growth would be challenged by lack of transparency and problems associated with tough ranking competition. A few notable trends include incorporation of augmented reality in advertisements, rising penetration of ecommerce, growing investments in artificial intelligence and integration of big data in advertising strategies.

The global online classified industry is expanding rapidly, covering a broad range of advertisements related to both buying and selling of the products as well as services. These advertising platforms provide individuals with both free as well as paid versions of listings. Various ecommerce companies, based on customer-to-customer businesses, are earning profitable growth from displaying sponsored ads on their webpages. Displaying classified ads proves to be a lucrative source for the market growth of online classified on a global pace.

The fastest regional market is North America, due to the large pool of internet and smartphone users, who contributed to the huge online data and pay per click traffic. Europe and Asia Pacific also secured considerable share in the global market, owing to the technological advancements and growth of online media platforms for marketing. Further, the unprecedented time of the COVID-19 pandemic is leveraging the importance of online shopping among people, which is acting as a vital opportunity for marketers to increase the performance of their business through digital advertising and thereby is

expected to drive the growth of the online classified market globally.

Scope of the report:

The report provides a comprehensive analysis of the global online classified market.

The major regional markets (North America, Europe, Asia Pacific and ROW) have been analyzed.

The market dynamics such as growth drivers, market trends and challenges are analyzed in-depth.

The competitive landscape of the market, along with the company profiles of leading players (Naspers, Adevinta, Auto Trader Group, Scout24, Rightmove and Quikr) are also presented in detail.

Key Target Audience:

Online Ads Classified Service Providers

Software Developer

Technology/System Integrators

Research Institutes

Investment Banks

Government Bodies & Regulating Authorities

Contents

1. OVERVIEW

- 1.1 Introduction
- 1.2 Advantages of Online Classified Ads
- 1.3 Classification of Online Classifieds
- 1.4 Online Classified Models
- 1.5 Basic Structure of Online Classified

2. IMPACT OF COVID-19

- 2.1 Increase in Digital Activities
- 2.2 Upsurge in Retail E-commerce Website Traffic
- 2.3 Rise in Social Media Advertisement
- 2.4 Strategies to Increase the Visibility of Ads

3. GLOBAL MARKET ANALYSIS

- 3.1 Global Online Classified Market by Value
- 3.2 Global Online Classified Market Forecast by Value
- 3.3 Global Online Classified Market by Product Type
 - 3.3.1 Global Online Display Classified Market by Value
 - 3.3.2 Global Online Display Classified Market Forecast by Value
 - 3.3.3 Global Online Real Estate Classified Market by Value
 - 3.3.4 Global Online Real Estate Classified Market Forecast by Value
 - 3.3.5 Global Online Jobs Classified Market by Value
 - 3.3.6 Global Online Jobs Classified Market Forecast by Value
 - 3.3.7 Global Online Car Classified Market by Value
 - 3.3.8 Global Online Car Classified Market Forecast by Value
- 3.4 Global Online Classified Market by Source
 - 3.4.1 Global Social Media Classified Market by Value
 - 3.4.2 Global Social Media Classified Market Forecast by Value
 - 3.4.3 Global Mobile Classified Market by Value
 - 3.4.4 Global Mobile Classified Market Forecast by Value
 - 3.4.5 Global Website Classified Market by Value
 - 3.4.6 Global Website Classified Market Forecast by Value
 - 3.4.7 Global Search Engine Classified Market by Value
 - 3.4.8 Global Search Engine Classified Market Forecast by Value

3.5 Global Online Classified Market by Region

4. REGIONAL MARKET ANALYSIS

4.1 North America

4.1.1 North America Online Classified Market by Value

4.1.2 North America Online Classified Market Forecast by Value

4.2 Europe

4.2.1 Europe Online Classified Market by Value

4.2.2 Europe Online Classified Market Forecast by Value

4.3 Asia Pacific

4.3.1 Asia Pacific Online Classified Market by Value

4.3.2 Asia Pacific Online Classified Market Forecast by Value

4.4 ROW

4.4.1 ROW Online Classified Market by Value

4.4.2 ROW Online Classified Market Forecast by Value

5. MARKET DYNAMICS

5.1 Growth Drivers

5.1.1 Growth in Mobile Advertisement

5.1.2 Rise in Use of Mobile Wallets

5.1.3 Increasing Number of Smartphone Users

5.1.4 Rapid Urbanization

5.1.5 Rising Usage of the Internet

5.2 Key Trends and Development

5.2.1 Incorporation of Augmented Reality (AR) in Advertisements

5.2.2 Rising Penetration of E-Commerce

5.2.3 Growing Investment in Artificial Intelligence (AI)

5.2.4 Integration of Big Data in Advertising Strategies

5.3 Challenges

5.3.1 Lack of Transparency

5.3.2 Problem Associated with Tough Ranking Competition

6. COMPETITIVE LANDSCAPE

6.1 Global Market

6.1.1 Key Players – Revenue Comparison

6.1.2 Key Players – Market Capitalization Comparison

6.1.3 Key Players – Advertising Policies of Online Classifieds

7. COMPANY PROFILES

7.1 Naspers

7.1.1 Business Overview

7.1.2 Financial Overview

7.1.3 Business Strategies

7.2 Adevinta

7.2.1 Business Overview

7.2.2 Financial Overview

7.2.3 Business Strategies

7.3 Auto Trader Group

7.3.1 Business Overview

7.3.2 Financial Overview

7.3.3 Business Strategies

7.4 Scout24

7.4.1 Business Overview

7.4.2 Financial Overview

7.4.3 Business Strategies

7.5 Rightmove

7.5.1 Business Overview

7.5.2 Financial Overview

7.5.3 Business Strategies

7.6 Quikr

7.6.1 Business Overview

7.6.2 Business Strategies

List Of Figures

LIST OF FIGURES

Classification of Online Classifieds

Online Classified Models

Basic Structure of Online Classified

Global Retail E-commerce Website Traffic (2020)

Global Social Media Advertisement Revenue by Device Type (2017-2021)

Global Online Classified Market by Value (2015-2019)

Global Online Classified Market Forecast by Value (2020-2024)

Global Online Classified Market by Product Type (2019)

Global Online Display Classified Market by Value (2015-2019)

Global Online Display Classified Market Forecast by Value (2020-2024)

Global Online Real Estate Classified Market by Value (2015-2019)

Global Online Real Estate Classified Market Forecast by Value (2020-2024)

Global Online Jobs Classified Market by Value (2015-2019)

Global Online Jobs Classified Market Forecast by Value (2020-2024)

Global Online Car Classified Market by Value (2015-2019)

Global Online Car Classified Market Forecast by Value (2020-2024)

Global Online Classified Market by Source (2019)

Global Social Media Classified Market by Value (2015-2019)

Global Social Media Classified Market Forecast by Value (2020-2024)

Global Mobile Classified Market by Value (2015-2019)

Global Mobile Classified Market Forecast by Value (2020-2024)

Global Website Classified Market by Value (2015-2019)

Global Website Classified Market Forecast by Value (2020-2024)

Global Search Engine Classified Market by Value (2015-2019)

Global Search Engine Market Forecast by Value (2020-2024)

Global Online Classified Market by Region (2019)

North America Online Classified Market by Value (2015-2019)

North America Online Classified Market Forecast by Value (2020-2024)

Europe Online Classified Market by Value (2015-2019)

Europe Online Classified Market Forecast by Value (2020-2024)

Asia Pacific Online Classified Market by Value (2015-2019)

Asia Pacific Online Classified Market Forecast by Value (2020-2024)

ROW Online Classified Market by Value (2015-2019)

ROW Online Classified Market Forecast by Value (2020-2024)

Global Advertisement Spending Forecast by Platforms (2018-2023)

Global Mobile Payment Transaction Volume (2016-2021)
Global Number of Smartphone Users (2016-2021)
Global Urban Population (2015-2019)
Global Number of Internet Users (2015-2019)
Global Augmented Reality (AR) Market Forecast (2015-2019)
E-Commerce Share of Global Retail Sales (2015-2021)
Global Artificial Intelligence (AI) Startup Funding (2015-2019)
Global Big Data Market (2015-2019)
Naspers Revenue and Profit (2016-2020)
Naspers Revenue by Segments (2020)
Naspers Revenue by Regions (2020)
Adevinta Revenue and Profit (Loss) (2015-2019)
Adevinta Revenue by Segments (2019)
Auto Trader Group Revenue and Earnings (2015-2019)
Auto Trader Group Revenue by Segments (2019)
Auto Trader Group Revenue by Regions (2019)
Scout24 Revenue and Earnings (2015-2019)
Scout24 Revenue by Segments (2019)
Rightmove Revenue and Profit (2015-2019)
Rightmove Revenue by Segments (2019)
Rightmove Revenue by Regions (2019)

List Of Tables

LIST OF TABLES

Advantages of Online Classified Ads

Internet Users by Digital Activities During Lockdown (2020)

Key Players – Revenue Comparison (2019/2020)

Key Players – Market Capitalization Comparison (2020)

Key Players – Advertising Policies of Online Classifieds

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