

Global Online Classified Market: Size, Trends & Forecasts (2017-2021)

October 2017



Online
@ads



Classifieds on Mobile

Global Online Classified Market Report

Scope of the Report

The report titled "Global Online Classified Market: Size, Trends & Forecasts (2017-2021)" provides an in-depth analysis of the global online classifieds market by value, by number of users, by B2C expenditure and by region, etc.

The report also includes the analysis of the global advertising market and global digital advertising market. The report provides a regional analysis of the online classified market, including the following regions: US, Middle East and Africa, Asia Pacific, Latin America and Europe.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global online classified market has also been forecasted for the period 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Over the past few years, the online classifieds has seen the rise of dominant market leaders in the space. The competition in the global online classifieds market is dominated by the big players, Naspers Group, eBay, Inc. and Craigslist (in the US). Further, key players of the online classified market Naspers Group, eBay Inc. and Craigslist are also profiled with their financial information and respective business strategies.

Country Coverage

Asia Pacific

The US

Europe

Middle East and Africa

Latin America

Company Coverage

Naspers Group

eBay, Inc.

Craigslist

Global Online Classifieds Market Report

Executive Summary

Advertisement is a paid form of communication which is non-personal and addresses the mass population about causes, goods and services, ideas, organizations, etc. through various means such as direct mail, telephone, print, radio, television, digital and internet.

The types of advertising include online/digital advertising, mobile advertising, print advertising and broadcast advertising, etc.

Digital Advertising, also known as Internet Advertising, is when businesses tap internet technologies to deliver promotional advertisement to consumers. The types of digital advertising include mobile advertising, display advertising, online classified advertising, social network advertising, affiliate marketing, etc.

Classified ads are the domain of newspapers, which offer advertisers cheap, small-type notices sorted under specific categories. Classified ads could be segregated into newspaper, online and others.

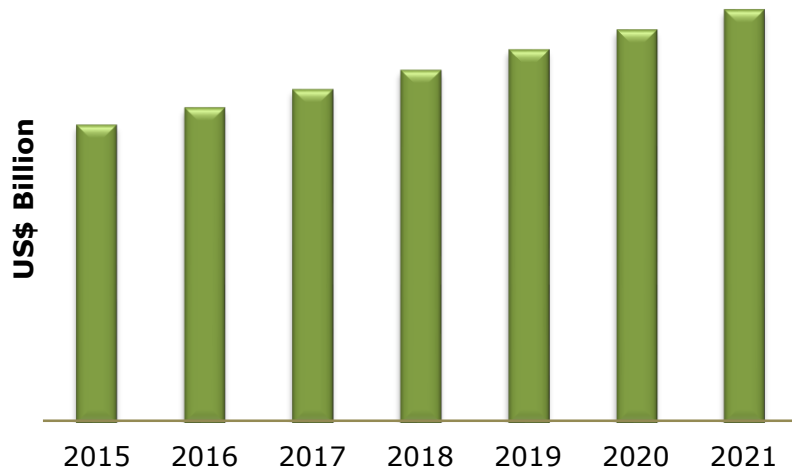
Online classified advertising is one of the fastest-growing types of online advertising. Online classifieds is all about buying and selling a range of goods and services. Online classifieds could be categorised into automobiles, furniture, matrimony, recruitment, real estate, etc.

Online classifieds could be of two types: Horizontal and Vertical. The horizontal classifieds include different products ranging from furniture, electronics, apparels, etc. The vertical classified is restricted to single platform for instance LinkedIn which advertises different jobs and vacancies.

The global online classified market has increased at a significant CAGR during the years 2012-2016 and projections are made that the market would rise in the next four years i.e. 2017-2021 tremendously. The online classified market is expected to increase due to growth in retail e-commerce industry, increase in number of smartphone users, increasing internet penetration, growing global youth population, etc. Yet the market faces some challenges such as, need for technological barriers, developing country barriers, social media threat, etc.

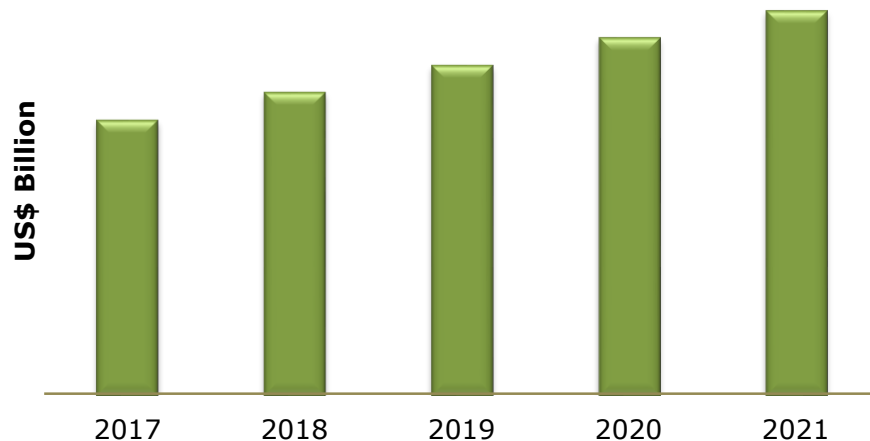
Global Advertising Market Overview

Global Advertising Market by Value; 2015-2021 (US\$ Billion)

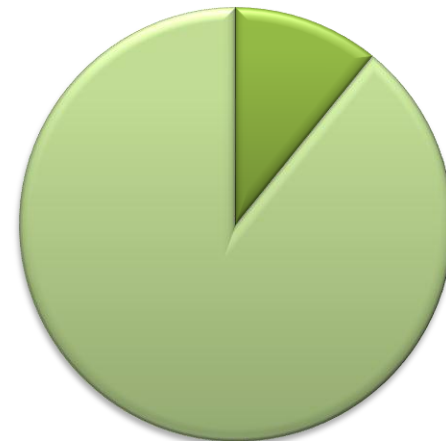


The global advertising market by value is estimated to reach US\$...billion by 2021 from US\$...billion in 2015. The global digital advertising market by value is anticipated to grow to US\$...billion by 2021 from US\$...billion in 2017. The global digital advertising market could be segmented into ...andThe major share was held bysegment at ...% share in 2016.

Global Digital Advertising Market by Value; 2017-2021 (US\$ Billion)

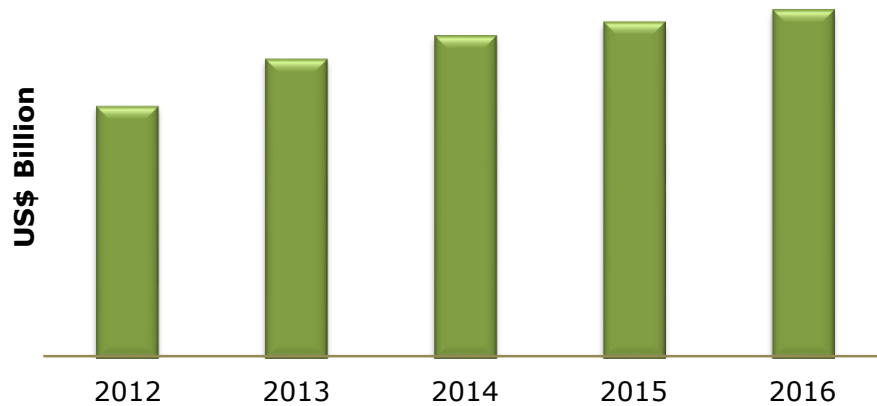


Global Digital Advertising Market by Segments; 2016 (Percentage, %)

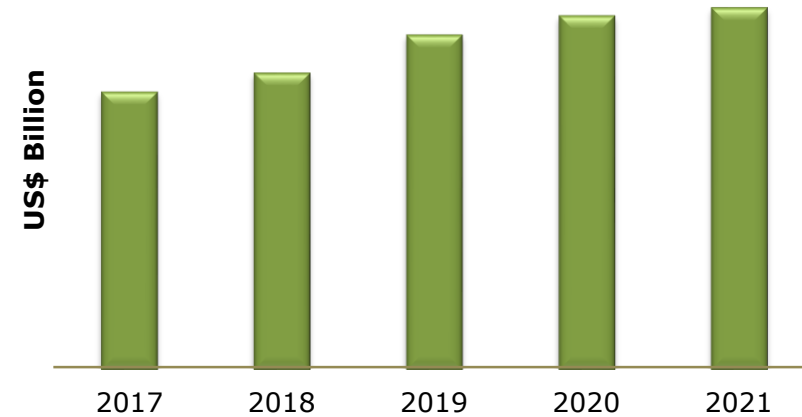


Global Online Classified Market Overview

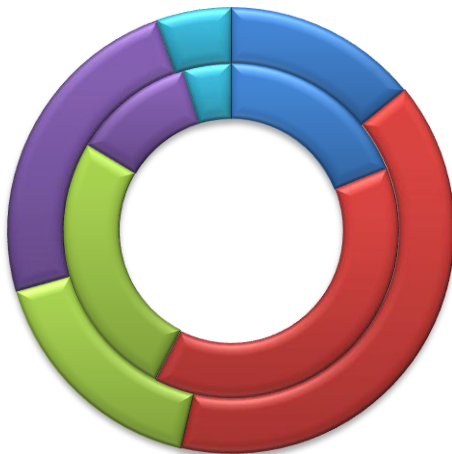
Global Online Classifieds Market by Value;
2012-2016 (US\$ Billion)



Global Online Classifieds Market by Value;
2017-2021 (US\$ Billion)



Global Online Classified Market by
Geography; 2016 & 2019 (Percentage, %)

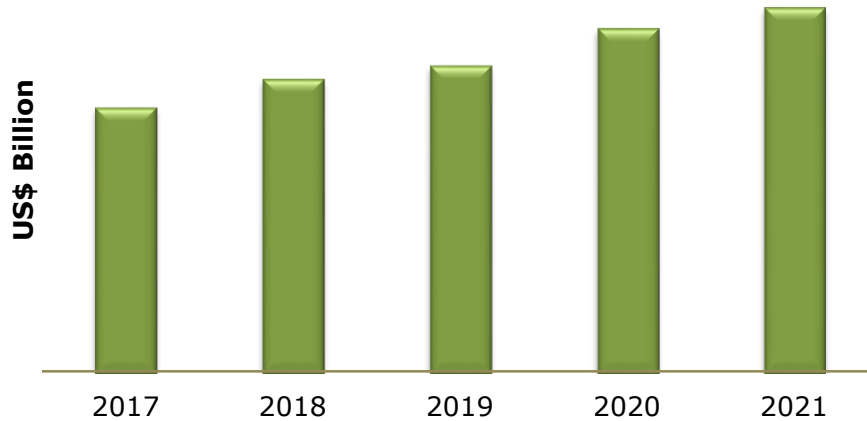


The global online classified market was valued at US\$...billion in 2016. The market value is ascertained to increase to US\$...billion by 2021 from US\$...billion in 2017.

The regional distribution of global online classified market is done into 5 regions. The major share was held by ...region at ...% share in 2016 and its share is expected to rise to ...% by 2019.

Online Classified Market: Regional Overview

Asia Pacific Online Classifieds Market by Value; 2017-2021 (US\$ Billion)

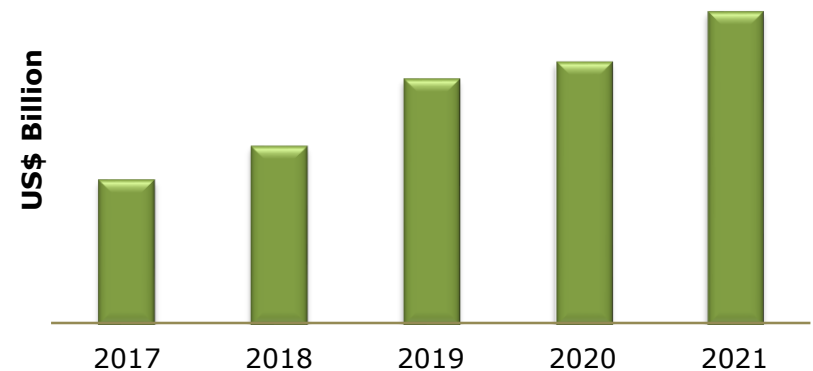


The Asia Pacific online classified market by value is likely to rise to US\$...billion by 2021 from US\$...billion in 2017.

The US online classified market by value is estimated to increase to US\$....billion by 2021 from US4...billion in 2017.

The Latin America online classified market is anticipated to soar to US\$...million by 2021 from US\$...million in 2017.

The US Online Classifieds Market by Value; 2017-2021 (US\$ Billion)



Latin America Online Classifieds Market by Value; 2015-2021 (US\$ Million)

