

Global Online Classified Market (2019-2023 Edition)

October 2019



Global Online Classified Market: Coverage

Executive Summary and Scope

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Global Market Analysis

Regional Market Analysis

Dynamics

Competitive Landscape

Company Profiling

Global Online Classified Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Online Classified Market: Size, Trends & Forecasts (2019-2023 Edition)
Coverage	Global and Regional
Regional Coverage	Asia-Pacific, The US, Europe, Middle East and Africa, Latin America
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2019-2023
Competition in the Market	Fragmented
Key Players	Naspers Group, eBay Inc., Craigslist Inc.

Global Online Classified Market

Executive Summary

The paid form of communication, which is non-personal, and addresses the mass population about goods and services, causes, organizations, etc. through different means such as print, direct mail, television, radio, digital and internet is known as advertising. Advertising can be categorized into online/digital advertising, print advertising, mobile advertising, and broadcast advertising etc. Digital advertising, is that type of advertising in which a business taps internet technologies to deliver promotional advertisement to consumers. Mobile advertising, display advertising, online classified advertising, social network advertising, affiliate marketing, etc. are some of the major types of digital advertising.

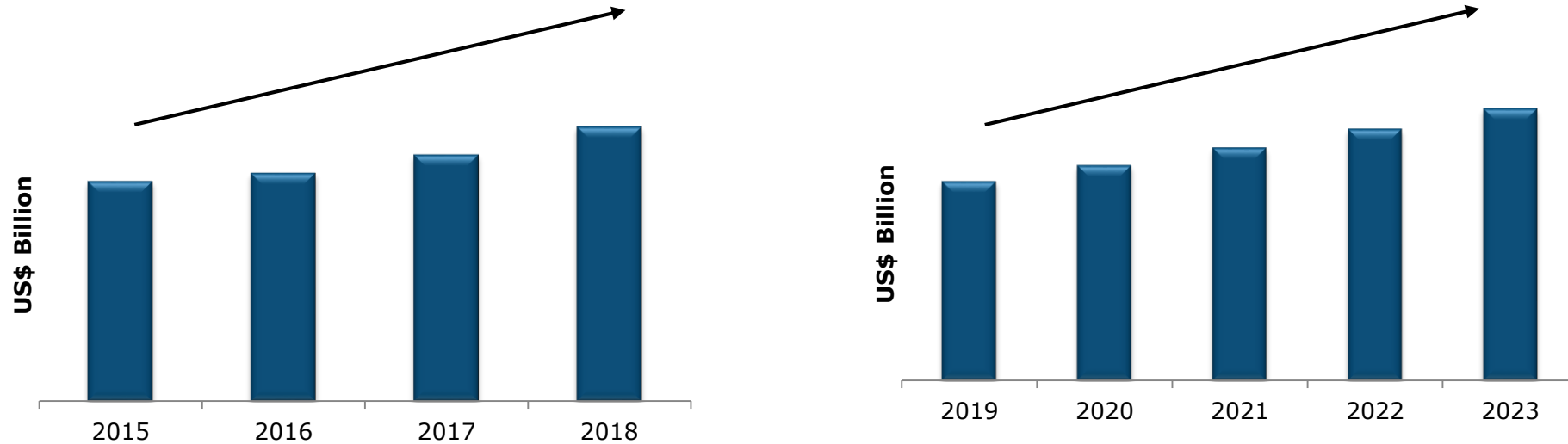
Classified ads are the domain of newspapers, which offer advertisers cheap, small-type notices sorted under specific categories. Classified ads could be segregated into newspaper, online and others. Online classified advertising is one of the fastest-growing types of online advertising. Online classifieds is all about buying and selling a range of goods and services. Online classifieds could be categorized 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 shown rising trends over the years 2014-2018, and anticipations are made that the market would grow at a rapid pace in the next four years i.e. 2019 to 2023. Growth in the market would be primarily driven by rising smartphone as well as internet penetration, growing GDP, increase in urban population, etc. Fraudulent activities, and technological barriers are some of the major restrains in the growth of the market. While the market follows some trends, which includes big data analytics and retail e-commerce.

Online Classified Market: Global Analysis

Global Online Classified Market by Value



CAGRs	
2015-2018	xx%
2019-2023	xx%

The global online classifieds market in terms of expenditure was at US\$...billion in 2018, an increase of xx% as compared to the previous year. The market is anticipated to grow to US\$...billion by 2023 from US\$...billion in 2019. The market is estimated to grow at a CAGR of xx% during the forecast period of 2019 to 2023.

Online Classified Market: Global Analysis

Global Online Classified Market by Region; 2018



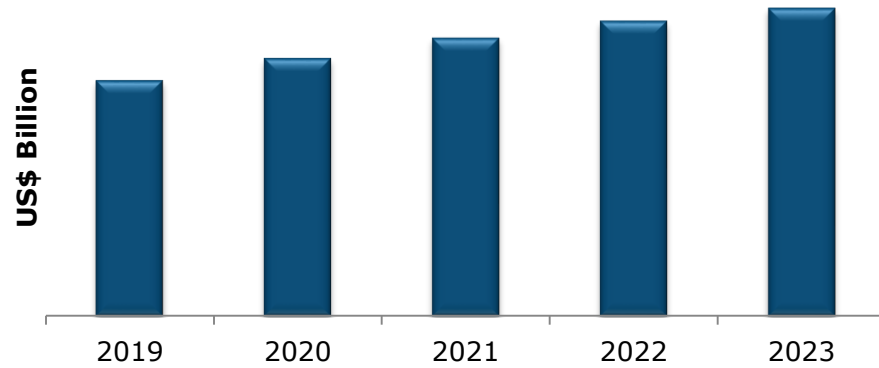
Global Online Classified Market by Segments; 2018



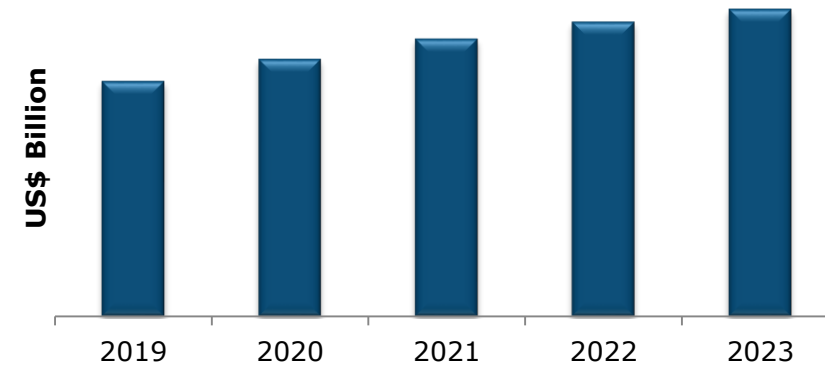
Segments	Share
Display Advertising	xx%
Real Estate	xx%
Cars	xx%
Jobs	xx%

Online Classified Market: Segment Analysis

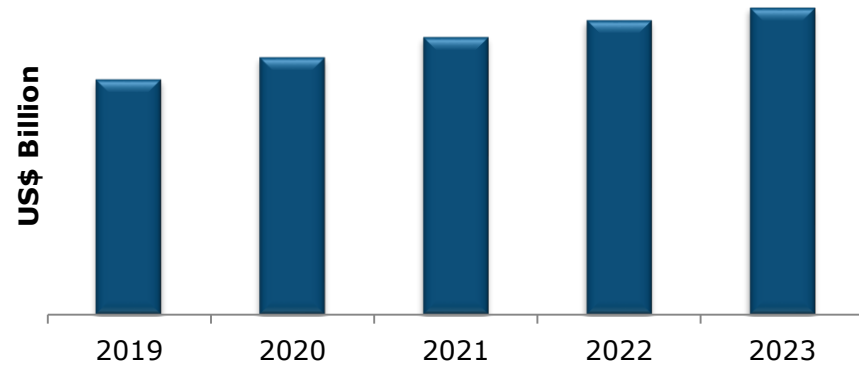
Display Advertising Classified Market by Value



Real Estate Classified Market by Value



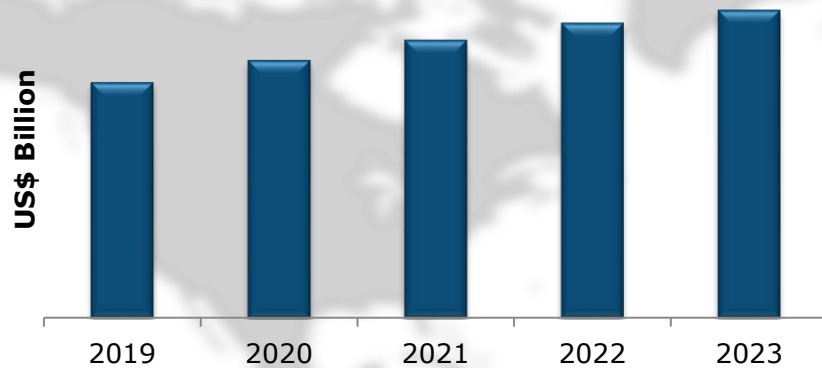
Cars Classified Market by Value



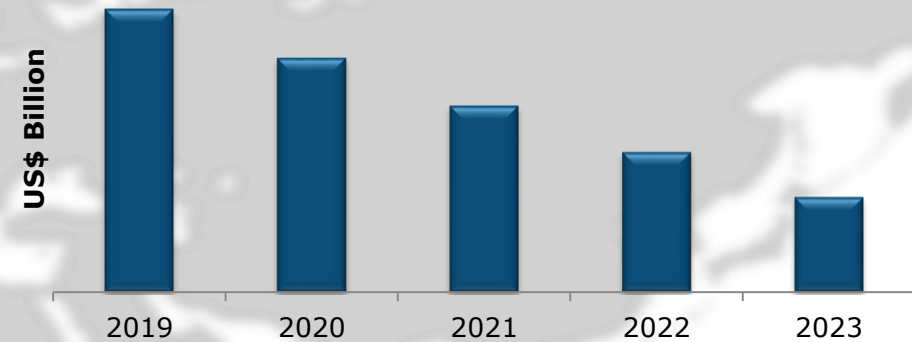
Segments	CAGR
	2019-2023
Display Advertising	xx%
Real Estate	xx%
Cars	xx%
Jobs	xx%

Online Classified Market: Regional Analysis

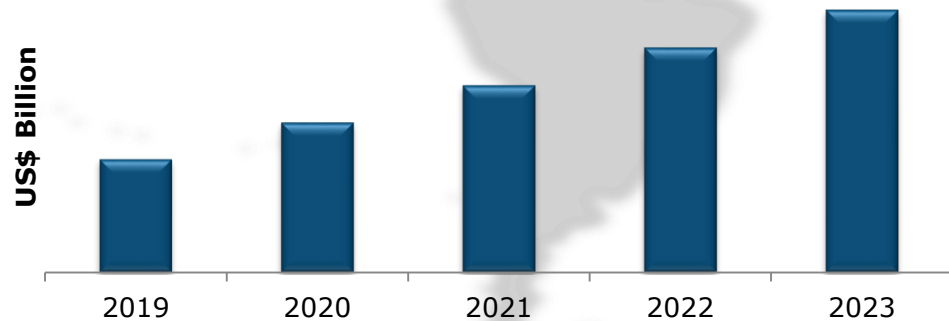
Asia Pacific Online Classified Market by Value



Europe Online Classified Market by Value

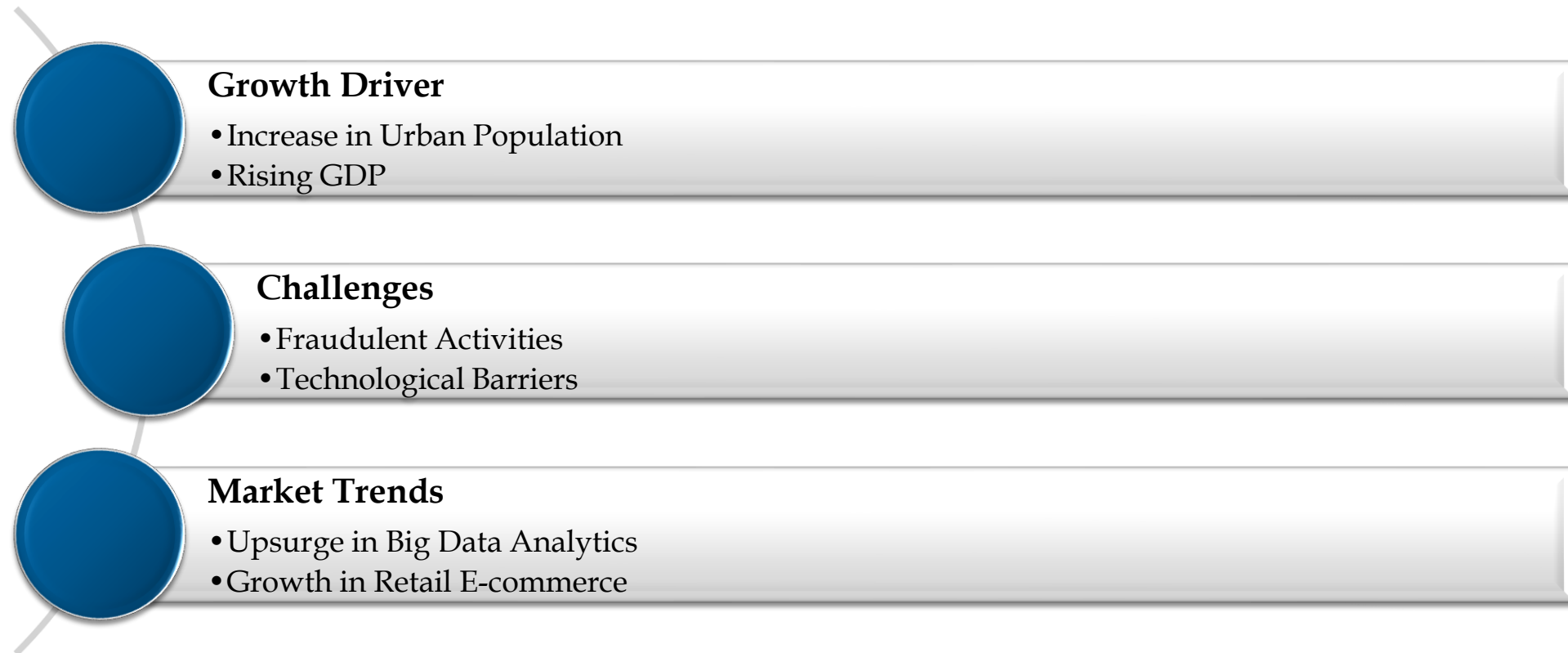


The US Online Classified Market by Value



Region	CAGR
	2019-2023
Asia Pacific	xx%
Europe	xx%
The US	xx%
MEA	xx%
Latin America	xx%

Online Classified Market: Dynamics



Online Classified Market: Competitive Landscape

Players Profiled

- Naspers Group



- eBay Inc.



- Craigslist Inc.



Note: The graphs on this slide are only for sample representation.