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The online group buying market in India is steadily growing due to increasing purchases on the internet becoming more acceptable to a large array of consumers. Increase in Internet usage coupled with the rise in discretionary spending among the middle class will translate into a large profitable market. New and existing players have been capitalizing on the opportunity by adopting various business models towards edging out their competitors. The market has also attracted investments from private equity players who realize the potential in this market.

http://www.bharatbook.com/market-research-reports/business-forecast-outlook-market-research-report/online-group-buying-market-in-india-2010.html

The report provides a brief overview of the online group buying market and highlights the various business models adopted by players. This is followed by an analysis of the drivers which explains growth factors such as proliferation of internet and extensive use by young population, growing middle-class and increasing discretionary spending, increasing popularity of social networking websites in India and marketing & lead generation platform for local service providers. The key challenges identified include poor online payment gateways and rigid consumer perception. The major trends analyzed include introduction of innovative payment options, launch of a group buying tracker portal, deals offered in high value segments, group buying moves to television and entry into international markets. It also includes information regarding the major PE investments in the market.

The competition section offers an overview of the competitive landscape in the market and includes the performance of players based on the traction they have received daily. A snapshot of the players in the market includes information regarding their coverage, offerings, expansion plans, financials and traffic providing an insight into the existing scenario.

The social media analysis provides an insight into the services offered by the major players based on market perception. The information regarding these players has been collated via a study of the top social media platforms in order to indicate consumer sentiments towards the brand.

Market Analysis

For more information kindly visit :

Online Group Buying Market in India 2010

Or

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