India Classified Market Outlook to 2020 - Rising Adoption of Online Channels and Growing Number of MSME's to Foster Growth

Description: The report titled "India Classified Market Outlook to 2020 - Rising Adoption of Online Channels and Growing Number of MSME's to Foster Growth" provides a comprehensive analysis of the online and offline classifieds in India. The report covers various aspects such as market size of India Classified Market, segmentation on the basis of online and offline modes. The report provides segment-wise information of India online B2B, B2C, C2C classifieds, online recruitment, online real estate, online matrimony and online automobile classified market. This report also offers prevalent trends and developments in industry, SWOT analysis and challenges in the industry.

India Online Classifieds Market:

The India online classifieds market is going through a promising stage and was estimated at INR ~ million in the FY'2015. The market has soared at a Compound Annual Growth Rate (CAGR) of ~% from FY'2010-FY'2015. In FY'2015, online B2C market accounted for the highest proportionate share in the overall revenues of the online classifieds market. The share of online B2C classifieds has been registered as ~% in FY'2015. Additionally, online recruitment portals accounted for the second largest share in the overall revenues of the market during FY'2015. Online matrimonial classifieds registered a contribution of ~% to the overall revenues of the classifieds market during FY'2015.

India Online B2B Classifieds Market:

The online B2B classified market has enlarged enormously during the period FY'2010-FY'2015, witnessing an astounding CAGR of ~%. The market generates ~% of revenues from subscription, ~% from lead generation and ~% from advertisements. Additionally, Industrial equipment & machinery and electronics & electrical goods occupied the largest share of ~% on the basis of total product listings. The share of Mumbai and Delhi in the number of total suppliers was noted at 21.0% in the year FY'2015. Additionally, manufacturers held a share of ~% in terms of total customers registered on online B2B portals during FY'2015.

IndiaMART leads the online classifieds market with a share of nearly ~% in the overall revenue of online B2B classified market. TradeIndia emerged as the second leading player in the online B2B market with contribution of ~% to the overall revenues of the market in FY'2015.

Furthermore, it is projected that the online B2B classified market in India will enlarge at a CAGR of ~% during FY'2016-FY'2020 to reach a figure of INR ~ million by FY'2020. Players in the market will continue to invest in upgrading their platforms and approach entrepreneurs to list their businesses online to grow at a faster rate.

India Online B2C Classifieds Market:

The number of registered customers on B2B portals in India has progressed at a rapid pace, observing a CAGR of nearly ~% during FY'2010-FY'2015. The online B2C classifieds market revenues were registered as INR ~ million in FY'2015. It has been estimated that during FY'2015, online B2C market generated nearly ~% of their revenue from listings of businesses on the platform. Most of the small businesses find it viable to pay for non-premium listings since they cost much less than premium listings.

Furthermore, Internet has contributed to a share of nearly ~% of overall number of searches in FY'2015. In addition to this, tier I cities contributed to a significant ~% of the share, while their share in the number of paid listings has been noted at ~% in FY'2015. Even though tier II and tier III cities collectively contributed to a fair ~% share in the total number of listings online, their contribution in the number of paid listings was noted as ~% in FY'2015.

During the year FY'2015, JustDial contributed to nearly ~% of the revenue of India B2C market. Sulekha.com has been the second largest players in the market with a revenue share of ~% share. Askme has been expanding its network of businesses at the same time investing in marketing activities to grow its brand. The company has been able to generate a share of ~% in the online B2C classified market as of FY'2015. The
online B2C classified market in India holds a great potential owing to the rising number of MSMEs in the country. The revenues of the market are projected to incline at a CAGR of ~% during FY2016-FY2020.

India Online C2C Classifieds Market:

India Online Classifieds market size in FY'2015 was estimated at INR ~ million and is expected to grow at a CAGR of ~ to reach INR ~ million by FY'2020. Electronics and Automobile are the two most dominating segments as far as classifieds listings are concerned. Bangalore and Mumbai account for the majority of the listings. As far as revenues are concerned, around ~% of the revenues are generated through advertisements. The companies in this sector have not been monetizing to their full capacity as a sizeable proportion of their listings are free. The consumer bracketing in this sector leads to the inference that most of the traffic is generated through mobile. The majority of the traffic on these portals come from the age bracket of 25-30, is male and belongs to the A1, A2 and A3 SEC classification.

OLX and Quickr together accounted for ~% share of the market. Quickr has already put up verticals in segments like cars and property to further milk its existing traffic. Other companies are expected to follow suit very soon as this segment will see players verticalizing their service portfolio.

India Online Real Estate:

The online real estate market has witnessed a speedy growth and enlarged at a CAGR of ~% during the period FY'2010-FY'2015. The number of listings in the online real estate market reached ~ thousand by the end of FY'2015.

As of FY'2015, residential property contributed to the maximum share of ~% in the total number of listings on online portals. Commercial real estate listings added to a share of ~% in the total listings. Additionally, ~% of the subscription revenue was sourced from residential rent which was followed by residential sale with a contribution share of ~%. Further, properties for commercial sale contributed to revenue share of ~% in FY'2015.

The market is dominated by players including 99Acres.com, MagicBricks.com, and Commonfloor.com. 99Acres.com has been the market leader with a revenue contribution ~% share in the online real estate market in FY'2015. CommonFloor.com has emerged as another leading player in the market generating nearly INR ~ million revenues during the year FY'2015.

The online real estate market in India is anticipated to scale new heights with the entry of new players with innovative business models. The revenue of online real estate market is projected to grow at a rate of ~% during FY'2016-FY'2020.

India Online Recruitment Market:

The online recruitment market which has grown at a remarkable CAGR of ~% in terms of revenue during FY'2010-FY'2015 is anticipated to drive the attention of new players and investors in the near future. The number of resumes uploaded online to ~ million by FY'2015. The number of customers listed on online platforms has been registered at ~ by the end of FY'2015.

The share of companies was registered as ~% of the customers registered on online platforms during FY'2015 while the share of consultants was ~%. Furthermore, Bangalore accounted for ~% of the overall revenues generated by online recruitment companies, followed by Delhi/NCR and Mumbai with share of ~% and ~% respectively.

Naukri.com registered a market share of ~% in terms of overall market revenues. The second leading player was noted as Monster India with revenue contribution of ~% in FY'2015. Shine.com and Times jobs have contributed to a modest ~% and ~% share respectively in the online recruitment market of India as of FY'2015.

It is expected that the adaptation of innovative tools such as video interviewing, asynchronous interviewing and online assessments will increase the efficiency of the hiring process, at the same time help in improving the quality of the hire. Therefore, the online recruitment market is anticipated to witness a growth of ~% during the period FY'2016-FY'2020 in terms of revenue.

India Online Matrimonial Market:
The market size of India online matrimonial market inclined at a CAGR of ~% during the period FY'2010-FY'2015 and reached INR 4,139.3 million in FY'2015. The number of registrations in online matrimonial market was noted as 38.0 million in FY'2015.

Majority of people who take membership of various matchmaking portals opted for monthly plans which accounted for ~% of the total subscriptions in the market during FY'2015. Matchmaking has been more popular among the male section of the society. In FY'2015, significant proportion of profiles, approximately 70% was posted by prospective grooms (males) and remaining ~% profiles were registered by prospective brides during FY'2015. Owing to such growth several startups such as Truly Madly are also entering the market.

Bharat Matrimony emerged as the leading player in the India online matrimonial market, registering a market share of ~% in terms and revenues and ~% in terms of total registration. Shaadi.com contributed a significant ~% share to the total registrations of India Online Matchmaking Services in India during FY'2015.

The growth of online matchmaking market is expected to accelerate over the forecasted period FY'2016-FY'2020 owing to increasing reliability on online matchmaking services. It is projected to generate the revenue of INR ~ million with the surging future growth of ~% over the coming five years.

India Online Automobile Market:

The size of online automobile market in India was estimated at INR ~ million in FY'2015 with approximate listing size of ~. Maruti and Hyundai hatchbacks and sedans have been the most popularly listed car models on these portals. As far as major players are concerned, there have been heavy consolidations in the recent past and the competition has boiled to 4 major players with CarWale and CarDekho leading the pack. The market is estimated to grow at a CAGR of ~% to register revenues amounting to INR ~ million by FY'2020.

Key Topics Covered in the Report:

- The market size of the Classifieds market in India, FY'2010-FY'2015
- Market segmentation of the Classifieds market on the basis of Online and Offline Mode.
- The market size of the Online Classifieds market in India, FY'2010-FY'2015
- Future outlook and projections of the basis of revenue in India online classifieds market, FY'2016-FY'2020.
- The market size of the Online B2B Classifieds market in India, FY'2010-FY'2015
- Market Segmentation of Online B2B Classifieds by product categories, by major states, by source of revenues, type of customer and others
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- Competitive Landscape of Major Players in India Online B2B Classifieds Market
- Future outlook and projections of the basis of revenue, number of registrations in India online B2B classifieds market, FY'2016-FY'2020
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- Future outlook and projections of the basis of revenue, number of registrations in India online B2C classifieds market, FY'2016-FY'2020
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- Business Models
- Analyst Recommendations

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