

China Online Shopping Industry Report, 2009



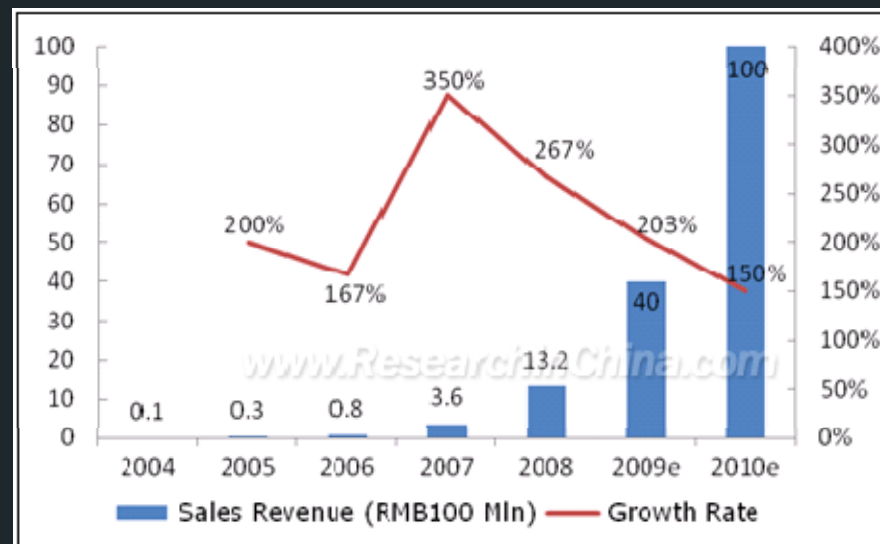
In 2009, China's online shopping market has seen rapid development so far, and the ratio of online shopping transactions to total retail sales of social consumer goods increased to 1.6% and 1.9% respectively in 2009 Q1 and Q2 from 1.3% in 2008. In addition to consumer's increasingly preference to online shopping, financial crisis is also in favor of online shopping development.

A growing number of Chinese netizens are accustomed to online shopping due to its apparent price and convenience. Currently, around one in four netizens in China select online shopping, while it is two in three netizens in countries with high Internet penetration such as European countries, the United States and South Korea. Therefore, the potential of China's online shopping market has not been fully liberated yet.

According to data from authoritative organizations such as CNNIC, the report elaborates the development and influencing factors of China's online shopping industry, analyzes the market size, layout, regional distribution, and market share of online shopping websites. In addition, it focus on analysis of the 19 websites, in point of market share, acquired venture capital, logistics, performance, and competitiveness, as well as probes into future development trend of China's online shopping industry.

Taking 360.buy for example, its annual sales respectively reached RMB10 million, RMB30 million, RMB80 million, RMB360 million and RMB1.32 billion from 2004 to 2008.

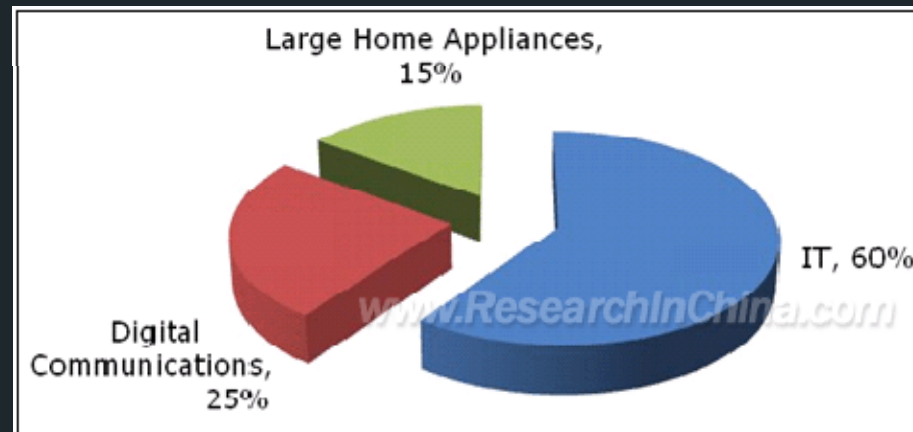
360.buy Sales Revenue and Growth Rates, 2004-2010



Source: ResearchInChina

360.buy has four major categories, home appliance, mobile phones, computer goods and daily necessities, more than 36,000 varieties in total. Its sales amounted to RMB840 million in 2009Q2, accounting for 28.8% in China's B2C e-commerce market. Just in June, its sales had broken RMB370 million.

360.buy Revenue Structure, 2008



Source: 360.buy; ResearchInChina

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