



China B2C Online Shopping Industry Report, 2013-2016

Oct. 2013

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

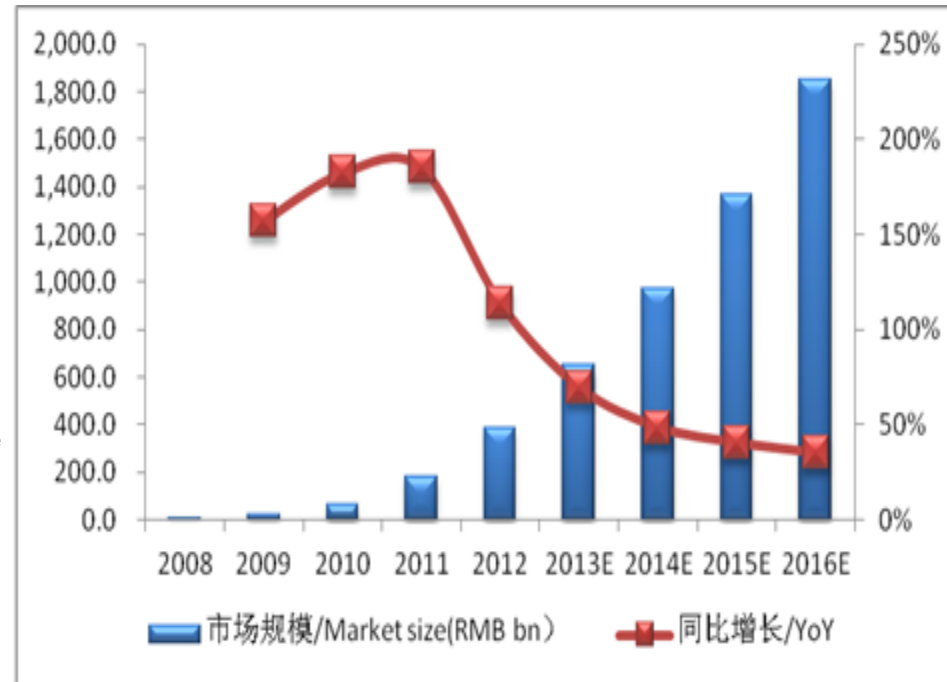
The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Abstract

In 2008-2012, Chinese online shopping market size ascended from RMB128.2 billion to RMB1,303.0 billion at the CAGR of 78.6%. In H1 2013, the market valued RMB789.21 billion, up 41.2% year on year. Wherein, the B2C (Business to Customer) market scale hit RMB227.86 billion, accounting for 35.2% of the total online shopping market size.

From the perspective of B2C shopping websites, Tmall (53.68%), Jingdong (17.10%), Suning.com (4.74%), Amazon China (2.72 %) and Yihaodian (2.47%) were the top 5 companies by share in Chinese B2C online shopping market in 2012. Although the competition pattern of the B2C market is bound to evolve over time, the B2C platform Tmall and the proprietary B2C website Jingdong will still occupy the leading positions firmly in the short term; however, the market share of other B2C websites will change with product strategy direction, marketing promotion and customer relationship management.

Chinese B2C Online Shopping Market Size and YoY Growth, 2008-2016E



Source: ResearchInChina China B2C Online Shopping Industry Report, 2013-2016

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With the improvements in income and living standards, Chinese online shoppers emphasize the quality of goods more than before. Compared with C2C, B2C offers better credibility and quality assurance for online shoppers. In the future, the Chinese B2C market size will see a higher growth rate than C2C online shopping market, accounting for more shares in the online shopping market.

The report covers the followings:

Overview of B2C online shopping industry (definition, classification, system platform, cost structure, profit model)

Chinese online shopping market environments (including number of netizens and online shoppers, features of online shoppers, online shopping logistics industry, and related policies)

B2C online shopping market (including Chinese online shopping market, B2C online and mobile shopping market, industry financing, competition landscape, etc.)

Market situation, market size, competition pattern and so forth of B2C online shopping market segments (including apparel, footwear and bag B2C market, digital home appliance B2C market, pharmaceutical cosmetics B2C market, food and gift B2C market, maternal and baby B2C market)

Operation and development strategy (embracing procurement, price, promotion, market promotion, supply chain management, etc.) of B2C shopping websites (including seven integrated B2C websites, six apparel, footwear and bag B2C websites, five digital home appliance B2C websites, three pharmaceutical cosmetics B2C websites, three food and gift B2C websites and four maternal and baby B2C websites)

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1.1.1 Definition

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