CHINA B2C E-COMMERCE MARKET 2015

GENERAL INFORMATION

PRODUCT DETAILS
Title: China B2C E-Commerce Market 2015
Type of Product: Market Report
Category: B2C E-Commerce
Covered Regions: N/A
Covered Countries: China
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Number of Charts: 75

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QUESTIONS ANSWERED IN THIS REPORT
How large is the B2C E-Commerce market in China and what is its growth potential?
How does China rank among other major B2C E-Commerce markets worldwide?
How many people are shopping online in China and which products do they buy?
Which payment, delivery and other trends are prevalent in B2C E-Commerce in China?
Who are the leaders in Chinese online retail and how high are their market shares?

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CHINA’S B2C E-COMMERCE GROWTH POTENTIAL STILL HIGH ESPECIALLY IN RURAL AREAS

Due to its rapid growth in recent years and its vast population, China has become one of the global leaders in B2C E-Commerce. Among the emerging BRIC countries, China’s average triple-digit growth rate in five years to 2014 was the highest, though the less advanced market in India is predicted to overtake the leadership by growth for the next several years. Over 300 million people, more than half of all Internet users, already make purchases online in China. This number is likely to rise further, as Internet penetration in China was close to just 50% of population in 2014, less than in Russia or Brazil and significantly below the advanced Asian markets, such as Japan and South Korea.

The highest potential for growth of online retail in China is reported to be in rural areas and small villages. Major E-Commerce companies are already expanding their logistics and delivery services to cover these regions. Another important trend is proliferation of mobile commerce, which accounted for around one third of total online retail sales in China in 2014 and is predicted to increase its share further. Moreover, cross-border E-Commerce imports to China are growing, heating the interest of international players.

The B2C E-Commerce market in China is dominated by domestic companies. Two players, Alibaba Group which operates B2C marketplace Tmall among other E-Commerce businesses and online retailer JD.com each held an international IPO in 2014 and are actively expanding in China, as well as on the international markets through their cross-border platforms. Meanwhile, a number of smaller niche players have been backed up by investment capital, such as group buying websites Meituan and Dianping and online food delivery service Ele.me. Competition in B2C E-Commerce also intensifies, as foreign players such as US-based Amazon and Walmart enhance their efforts in China.
CHINA B2C E-COMMERCE MARKET 2015
TABLE OF CONTENTS (1 OF 3)

1 MANAGEMENT SUMMARY

2 OVERVIEW AND INTERNATIONAL COMPARISONS

- B2C E-Commerce Overview and International Comparisons, September 2015
- B2C E-Commerce Share of Total Retail Sales, by Selected Countries Worldwide, incl. China, in %, 2014 & 2019f
- Top 10 Countries Worldwide by Retail E-Commerce Sales, incl. China, in USD billion, and in % CAGR, 2013 - 2018f
- Top 10 Countries Worldwide by Number of Internet Users, incl. China, in millions, 2013 - 2018f
- Top 10 Countries Worldwide by Number of Smartphone Users, incl. China, in millions, 2013 - 2018f
- Leading Activities in Terms of Times Spent Online, in % of Internet Users who Use the Internet at Least Once a Week, by Selected Countries Worldwide, incl. China, July 2014
- Online Shopping Destinations, in % of Internet Users Who Use the Internet at Least Once a Week, by Selected Countries Worldwide, incl. China, July 2014
- Products Purchased Online, in % of Online Shoppers, by Selected Countries Worldwide, incl. China, July 2014
- Online Shopper Penetration, by Selected Emerging Markets, incl. China, in % of Adult Internet Users, May 2014
- Internet Penetration in BRIC, by Country, incl. China, in % of Population, 2014
- Share of Respondents who Made at Least One Purchase Online in the Previous Three Months in Asia-Pacific, by Country, incl. China, in %, Q4 2014
- Breakdown of Frequency of Cross-Border Online Shopping in Asia-Pacific, in % of Online Shoppers, by Country, incl. China, April 2015

3 TRENDS

- B2C E-Commerce Trends Overview, August 2014
- Number of Mobile Shoppers, in millions and in % of Mobile Internet Users, 2012 – 2014 & June 2015
- M-Commerce Sales, in CNY billion and in % of Retail E-Commerce Sales, by Comparative Estimates, 2013 - 2018f
- Cross-Border Online Shopper Penetration, in % of Online Shoppers, 2014
- Cross-Border E-Commerce Sales, in CNY trillion, 2013 & 2014
- Cross-Border E-Commerce Imports, in CNY billion, 2013 & 2014e
- Breakdown of Cross-Border E-Commerce Imports, by Product Categories, in %, 2014
- Product Categories Most Purchased in Cross-Border E-Commerce, in % of Cross-Border Online Shoppers, August 2014
- Most Popular Countries in Cross-Border B2C E-Commerce, in % of Online Shoppers, August 2014
- Share of Online Shoppers Who Purchased Online after Seeing the Product or Promotional Message on Social Media, in %, 2014
CHINA B2C E-COMMERCE MARKET 2015
TABLE OF CONTENTS (2 OF 3)

4 SALES & SHARES

5 USERS & SHOPPERS
- Internet Penetration, in % of Population, 2010 - 2014
- Number of Internet Users, in millions, and in % Penetration, 2013 - 2018f
- Number of Online Shoppers, in Millions, and in % of Internet Users, 2010 – 2014 & June 2015

6 PRODUCTS
- Product Categories Purchased Online, in % of Online Shoppers, 2013 & 2014
- Product Categories Purchased Online in the Previous 3 Months, in % of Online Shoppers, February 2015
- Average Annual Online Spending and Number of Online Purchases, by Product Category, February 2015
- Share of Internet Users Purchasing Groceries Online and Intending to Purchase Groceries Online, in %, September 2014

7 PAYMENT
- Payment Methods Used in Online Shopping, in % of Online Shoppers, 2014
- Online Payment Methods Used, in % of Online Payment Users, 2014
- Alipay’s Share of Total Payments for Online Purchases, in %, 2010 and 2014

8 DELIVERY
- B2C E-Commerce Delivery Overview, September 2015
- Main Considerations When Buying Online, incl. Delivery, in % of Online Shoppers, 2014

9 PLAYERS
- B2C E-Commerce Player Overview, September 2015
- Overview of Selected Major E-Commerce Investment Deals, 2014
- Overview of Selected Major E-Commerce Investment Deals, January 2015 - August 2015
- E-Commerce Brand Awareness, in % of Online Shoppers, 2014
- Profile of Tmall, September 2015
- Profile of JD.com, September 2015
- Profile of Vip.com, September 2015
In June 2015, the number of online shoppers in China reached 374 million, accounting for 56% of Internet users.

China: Number of Online Shoppers, in Millions, and in % of Internet Users, 2010 – 2014 & June 2015

Note: Includes mainland China only, excludes Hong Kong, Macau and Taiwan
Survey: Chinese residents who have used Internet in the previous 6 months, ages 6+

In 3 months to February 2015, “Apparel” (66%) was the product category most purchased by online shoppers in China.

China: Product Categories Purchased Online in the Previous 3 Months, in % of Online Shoppers, February 2015

Note: does not add up to 100% due to multiple answers possible
Survey: 6,103 Internet users in China, in Tier 1 to Tier 4 cities, as well as rural areas, out of which 50% were male and 44% female
Source: McKinsey/dby China Internet Watch, March 2015
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- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.
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METHODOLOGY OF OUR CHINA B2C E-COMMERCE MARKET 2015 REPORT

- This country report covers major trends in the B2C E-Commerce market, sales figures, B2C E-Commerce share of the total retail market, the main online product categories, and relevant information about Internet users, online shoppers and leading E-Commerce companies.
- The report starts with an overview of the B2C E-Commerce market and international comparisons, where the relevant country is compared to other countries worldwide and in the region in terms of criteria relevant to B2C E-Commerce.
- The “Trends” section includes an overview of trends on the B2C E-Commerce market, such as social commerce, cross-border and M-Commerce trends.
- The section “Sales & Shares” includes the development of B2C and total retail E-Commerce sales, including historical sales and forecasts. Furthermore, this section shows the development of B2C E-Commerce share of the total retail market.
- In the “Users & Shoppers” section, a review of the development of Internet users and Internet penetration is included. Moreover, the evolution of the online shopper penetration is shown.
- Afterwards, the section “Products” shows the leading product categories among online shoppers.
- The next two sections, “Payment” and “Delivery”, cover information related to E-Commerce delivery and payment methods most used by online shoppers.
- Finally, the “Players” section includes information about the leading E-Commerce players, such as online marketplaces and retailers.
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<thead>
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<th>REPORT</th>
<th>PUBLICATION DATE</th>
<th>PRICE *</th>
</tr>
</thead>
<tbody>
<tr>
<td>India B2C E-Commerce Market 2015</td>
<td>September 2015</td>
<td>€ 950</td>
</tr>
<tr>
<td>Southeast Asia B2C E-Commerce Market 2015</td>
<td>September 2015</td>
<td>€ 1,950</td>
</tr>
<tr>
<td>Indonesia B2C E-Commerce Market 2015</td>
<td>August 2015</td>
<td>€ 750</td>
</tr>
<tr>
<td>Thailand B2C E-Commerce Market 2015</td>
<td>August 2015</td>
<td>€ 750</td>
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<tr>
<td>Malaysia B2C E-Commerce Market 2015</td>
<td>August 2015</td>
<td>€ 750</td>
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<tr>
<td>Vietnam B2C E-Commerce Market 2015</td>
<td>August 2015</td>
<td>€ 750</td>
</tr>
<tr>
<td>Philippines B2C E-Commerce Market 2015</td>
<td>August 2015</td>
<td>€ 750</td>
</tr>
<tr>
<td>Singapore B2C E-Commerce Market 2015</td>
<td>September 2015</td>
<td>€ 750</td>
</tr>
<tr>
<td>Asia-Pacific Cross-Border B2C E-Commerce 2015</td>
<td>August 2015</td>
<td>€ 950</td>
</tr>
<tr>
<td>Asia-Pacific Online Payment Methods: First Half 2015</td>
<td>August 2015</td>
<td>€ 750</td>
</tr>
<tr>
<td>Asia-Pacific M-Commerce Snapshot 2015</td>
<td>March 2015</td>
<td>€ 950</td>
</tr>
<tr>
<td>China B2C E-Commerce Sales Forecasts: 2015 to 2018</td>
<td>July 2015</td>
<td>€ 450</td>
</tr>
<tr>
<td>Japan B2C E-Commerce Sales Forecasts: 2015 to 2018</td>
<td>July 2015</td>
<td>€ 450</td>
</tr>
<tr>
<td>South Korea B2C E-Commerce Sales Forecasts: 2015 to 2018</td>
<td>July 2015</td>
<td>€ 450</td>
</tr>
<tr>
<td>BRIC B2C E-Commerce Markets 2014</td>
<td>January 2015</td>
<td>€ 2,450</td>
</tr>
<tr>
<td>Global B2C E-Commerce Market 2014</td>
<td>October 2014</td>
<td>€ 4,950**</td>
</tr>
<tr>
<td>Global B2C E-Commerce and Online Payment Market 2014</td>
<td>October 2014</td>
<td>€ 5,950**</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
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<th>PUBLICATION DATE</th>
<th>PRICE*</th>
</tr>
</thead>
<tbody>
<tr>
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<td>October 2015</td>
<td>€ 2,950</td>
</tr>
<tr>
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<th>PHONE</th>
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<td></td>
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<td>STREET</td>
<td>CITY</td>
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* Please be advised that when purchasing a report, you have the option to choose between a Single User License (allowing one single user access to the report), a Site License (allowing up to 10 users in a particular geographic location access to the report), or a Global Site License (allowing 10 users of company worldwide to access the report). Please choose the license that suits your needs best. Failure to comply with our Terms and Conditions with respect to appropriate license usage may result in legal action.
TERMS AND CONDITIONS

yStats.com GmbH & Co. KG provides its services exclusively to contracting partners and users of its website according to Sec. 14 German Civil Code ("Gesetzes") subject to the following Terms and Conditions. By visiting our website www.ystats.com and in particular by obtaining an order or ordering products, subscriptions and services, you acknowledge that you are bound by the following Terms and Conditions. In particular, you undertake to ensure that you obtain any consent of third parties if you provide data on them when ordering products, subscriptions and services, and you acknowledge that you are bound by the following Terms and Conditions and their amendments (the "Terms and Conditions") at any time and without prior notice. Based on the discretion of yStats.com GmbH & Co. KG, the most current of which are readily available on our website www.ystats.com.

We herewith contradict any terms and conditions of purchase by our customers which will not become part of the Contract.

III. SCOPE

1. The following terms and conditions apply to our entire contract (the "Contract") between yStats.com GmbH & Co. KG and the herein referred to as "we" or "us" with our customers regarding: (i) the purchase of our reports on an & off-line basis, (ii) custom research services, (iii) full-access subscriptions, and (iv) any other contracts between us and our customers executed with reference to these terms and conditions (any reports and other services and products which we may make available to the customer under a Contract hereafter the "product(s)").

2. Agreements contrary to these terms and conditions require our express written confirmation. Deviations between these terms and conditions and any additional terms of the Contract is not accepted.

III. AGREEMENTS

1. Unless expressly agreed in writing, the contents of our offers may not be available in whole or in part to any third party outside your organization.

2. When communicating the contents of an offer, you agree that the offer is to the form of a "Research Order Form" as a PDF, accompanied with a proposal stating the nature of the issue to be researched, the services to be provided, and the time required for the study, structure of payments (if any) and the total due amount. You accept this offer by completing the Research Order Form, having a duly authorized representative sign the Research Order Form and then submitting the Research Order Form to us via facsimile or email with PDF-attachment.

IV. TERMS OF PAYMENT

1. All prices for off-line orders are to be derived exclusively from the Order Form and/or the documents referenced therein. All prices for orders placed via the online shop are those which are displayed on our website.

2. All prices are net and without transportation costs, if applicable. Value Added Tax, if applicable, at the statutory rate will be added to all fees payable hereunder.

3. For all services that go beyond the scope as agreed under the Order Form, a reasonable additional fee for these services shall be discussed and agreed upon with the customer before commencement of any work and will be billed on the final invoice, unless explicitly agreed in writing.

4. We will send our invoice to you upon execution of the Contract, unless agreed otherwise in the Order Form. In the event that you order our product "Full Access Subscription", we will send our invoice for the first contract year upon execution of the Contract. Any invoice(s) for any subsequent contract year(s), will be sent to you upon commencement of each contract.

5. All payments shall be due and payable immediately upon the date set forth in the Invoice, without any deductions. Products will not be dispatched and services will not commence until successful payment of the full invoice amount, in the case of our contract orders, in which structured payment terms will be outlined on the Order Form.

6. All customers will retain the right to set off or retain amounts for failure to conform to the extent that they are not based on the same contractual relationship. Retentions or set-offs are allowed only if the customer's claim is undisputed, has become unappealable or is ready for decision.

7. If the customer is required in payment of orders for apparent credit unworthiness, all remaining claims against that customer shall become immediately due and payable in full. This only applies if the customer is representively acting for its own company, or if the customer is required to retain the ordered products made available by us. In such cases the ordered products shall be returned at our expense, except as expressly permitted under the Contract.

8. We, as well as any original sources contained within our products, must expressly be named as the author of any data the customer processes further as commercially negotiated.

5. Upon delivery of the product(s) to you and payment of the agreed fee, you obtain a non-exclusive, non-transferable, perpetual right to use the products provided for your internal purposes or any additional internal or external uses permitted by the said order or contract conditions. You are informed by the respective restrictions in 1.1, between yStats.com GmbH & Co. KG and you. Terms and Conditions are subject to change at any time without prior notice based on the discretion of yStats.com GmbH & Co. KG, the most current of which are readily available on our website www.ystats.com.

6. TECHNICAL INFORMATION

1. We shall provide our products in the following standardized data formats: PowerPoint and PDF. For custom research reports, Excel files may also be provided, upon request.

2. You must ensure that you have the corresponding technical resources to make use of these data. You may not derive any claim in this connection on grounds of breach of obligation.

3. Upon successful processing of payment, purchases made via the online shop will be immediately available to download. For offline purchases, upon successful processing of payment, you will receive the requested product(s) and service(s) in the aforementioned standardized data formats, and all additional data pertaining thereto within two (2) business days.

7. DEFECTS AS TO QUALITY

1. No claims for defects as to quality are triggered by insignificant discrepancies between our products and services and the warranted quality or fitness for use.

2. Likewise, no claims for defects as to quality may be derived from entrepreneurial risks – e.g., with regard to questions of entrepreneurial discretion, an erroneous assessment of the market situation or the failure to recognize a business action's merit.

3. Defects based claims are further excluded in cases of excessive or improper use or in connection with damages caused by extraordinary conditions not reflected in the Order Form. This is also true in cases of subsequent changes made by the customers or third parties unless such changes do not affect the analysis and result of a given defect.

4. Claims for defects as to quality expire within one year from the commencement of the legal statute of limitation. This limitation does not apply to the extent that applicable law stipulates a longer period in cases of intentional or grossly negligent breaches of duty on the part of us, fraudulent concealment of a defect and injury to life, body, and health.

5. Claims for damages and the reimbursement of expenditures are further subject to Section 9.

8. LEGAL DEFECTS

1. We are liable for products and services infringing on third party rights only if and to the extent that our products and services are used in accordance with the agreed contractual requirements.

2. Unless agreed otherwise, our liability for the infringement on third party rights is limited to the territory in which we have our own home office and the territory in which the services and products in question are used as agreed under the applicable Order.

3. In the event that third parties assert claims against the customer, alleging that a service performed by us violates its rights, the customer shall promptly notify us. If a service rendered by us violates third party rights, we shall choose one of the following actions, duly taking into consideration the customer's interests:

a) procuring the customer the right to use the service or
b) revising the service to render it free of legal violations.

4. Upon our request, you shall cooperate with us in the defense against third party claims according to this section 8, with each of the Parties bearing the costs of the use of its own personnel and counsel.

5. The Customer may hold for legal defects expire in accordance with Section 7.4.

6. Claims for damages and the reimbursement of expenditures are further subject to Section 9.

9. LIABILITY

1. In cases of intentional misconduct and gross negligence, we are fully liable pursuant to applicable law.

2. Liability under Section 1.1, we are not liable for any damages, especially for any incidental, special, punitive or consequential damages, loss of profits or loss of data. This limitation does not apply to the extent that any claims are made to damage to life, body or health in cases of negligence and - subject to the limitations set forth herein - due to damage caused by a breach of a material contractual obligation. Material contractual obligations are of the kind that the Parties are mutually highly relied upon at execution of the applicable Order Form, and (2) was of critical significance to the outcome of performances.

3. In case of a negligent breach of a material contractual obligation our liability for damages - except for damages resulting from - fault attributable to us - shall be limited to the reasonable expense incurred as a result of the damage.

4. The aforementioned limitations do also apply to our liability for "fault by our bodies, employees and vicarious agents as well as our bodies', employees' and vicarious agents' personal liability.

5. Our liability for damages under warranties (Beschaffenheitsgarantie) is limited to instances in which the warranty expressly includes such a warranty.

6. Claims for the reimbursement of expenditures and other liability claims asserted by the Customer against us are subject to sections 9.1 through 9.5.

10. CONFIDENTIALITY

1. The Parties shall hold in strict confidence for a period of 10 years of the formation of this Contract regarding all data and information materials of which they gain knowledge as part of a Contract, and in particular, in writing or otherwise, directly or indirectly, provided that such data or information materials are designated confidential or must be considered confidential based on data and nature, and shall use them exclusively as part of the services covered by the relevant Order. This duty of confidentiality extends data and information materials that:

a) were already known or accessible to any third party at the time of disclosure,

b) which is lawfully disclosed to you by a third party that is not subject to a confidentiality obligation regarding the same information,

c) must be disclosed by order of and to a government agency or another competent third party; and

d) must be disclosed to legal or tax advisors of the contractual customer in question for consulting purposes.

In the cases of Sections 10.1 and 10.3, the parties shall (i) promptly inform each other about a given request and prior to disclosing confidential information, and (ii) limit the disclosure of confidential information to the minimum required.

10.2 We may use your company name and logo as a reference so long as no contractual details are divulged.

11. JURISDICTION, GOVERNING LAW, MISCELLANEOUS

1. In Contracts with merchants, legal persons under public law, or special assets (Sondervermögen) under public law, the place of payment is Hamburg.

2. In Contracts with merchants, legal persons under public law, or special assets (Sondervermögen) under public law, the place of performance is Hamburg.

3. All issues arising out of the Contract between the Parties shall be exclusively resolved through the courts of Hamburg. Governing law is German law in accordance with the CIG.

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13