CHINA B2C E-COMMERCE MARKET 2017
GENERAL INFORMATION

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QUESTIONS ANSWERED IN THIS REPORT
What is China's share of global B2C E-Commerce sales?
Which growth rates are predicted for China's online retail in 2016-2021?
What will be the main growth drivers of online retail in China in the coming years?
How many people buy online in China and what are their shopping habits?
What are the market shares of the leading B2C E-Commerce market players in China?

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RURAL AREAS TO GIVE GROWTH BOOST TO MATURING ONLINE RETAIL MARKET IN CHINA

China is projected to account for more than 50% of the world's online retail market in 2017, according to a forecast cited in this report from yStats.com. With its immense population size and high online shopper penetration among the Internet users, China maintains the lead in the global B2C E-Commerce arena in spite of its Internet penetration of just above 50% of total population.

With the online share of total retail sales in the country already in the double-digits, the Internet retail market in China is showing distinct signs of maturity. Among them are the growing contribution of the B2C segment and the retreating C2C share of total retail E-Commerce sales. Around two-thirds of Internet users in urban China already shop online, with this share even higher in the top cities. Due to these trends, various sources cited in this report by yStats.com expect the growth rate of China's Internet retail sales to moderate in the coming years, declining from the high double-digit rate of recent years.

Nevertheless, more E-Commerce growth is still expected by 2020 driven through increasing Internet and online shopper penetration rates, growing frequency of online purchases by urban consumers and, most of all, from the surge of online retail sales in rural China. According to official statistics referenced in this report by yStats.com, online retail sales in China's rural areas more than doubled between 2015 and 2016. Over half a billion people live in rural China, and yet they account for just above 25% of Internet users and even fewer online shoppers, indicating a strong future growth potential.

Regarding the competition landscape, more than three-quarters of B2C E-Commerce sales in China come from the top two platforms, the largest of which is Tmall.com of Alibaba Group. Even though Tmall.com maintained its market share at more than 50% in 2016, the main runner-up, JD.com, managed to increase its share by a few percentage points compared to 2015, as yStats.com's report reveals. Both players actively explore the synergy of online and offline retail channels through investments and partnerships with major store-based retailers.
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Source: CNNC, January 2017, Audirem, Jupiter Research

44.8% of online shoppers in China preferred to download an app to access an E-Commerce website in 2016.

Source: China E-Commerce Research Center, November 2016
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- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions
- 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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- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

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METHODOLOGY OF OUR CHINA B2C E-COMMERCE MARKET 2017

Report Coverage
- This report covers the retail E-Commerce market in China. A broad definition of retail E-Commerce used by some original sources cited in this report includes both B2C and C2C E-Commerce.
- The report contains relevant information about international comparisons, market trends, E-Commerce sales and shares, Internet users and shoppers, products, payment methods, delivery and players.

Report Structure
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- The section “Sales & Shares” covers the development of retail E-Commerce sales and E-Commerce’s share of total retail sales.
- In the “Users & Shoppers” section, information about Internet penetration and online shoppers is included.
- Afterwards, the section “Products” shows the leading product categories purchased online.
- The next section, “Payment”, covers the payment methods most used by online shoppers.
- Furthermore, the “Delivery” section covers information related to delivery in E-Commerce.
- Finally, the “Players” section includes information about the leading B2C E-Commerce companies, including rankings of top B2C E-Commerce platforms by market share and company profiles of the top 3.
CHINA B2C E-COMMERCE MARKET 2017

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