

# China E-Commerce Market Research Report Outlook to 2016 - Growing Preference for Cash on Delivery Payment

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## Abstracts

### Executive Summary

The report titled “China E-Commerce Market Research Report Outlook to 2016” provides a comprehensive analysis on the e-commerce market in the China covering various aspects such as market size of the e-commerce industry on the basis of revenue and the number of online shoppers, market segmentation by B2B, B2C and C2C e-commerce segments. The report also covers the China online shopping market, Online Travel Agency (OTA) market, online group buying market and online payment market. The report also entails competitive landscape and profiles of the major players operating in the industry. The future projections are included to provide an insight on the prospects in the China e-commerce industry.

In terms of sales value, the china e-commerce industry has recorded remarkable growth at a 6 year CAGR of ~ over the period. The sales of china e-commerce market grew from USD ~ billion in 2005 to USD ~ billion in 2011.

China B2B e-commerce market grew at a CAGR of ~ % from USD ~ million (CNY ~ million) in 2005 to USD ~ million (CNY ~ million) in 2011. In 2011, B2B E-Commerce market accounted for ~ % of the total China E-Commerce market.

China is the world’s largest manufacturing country by output. It has accounted for ~ % of world’s manufacturing output in 2010. China B2C e-commerce market is growing at a rapid rate with the growth of E-Commerce. China B2C e-commerce market grew at a CAGR of ~ % from USD ~ million (CNY ~ Million) in 2005 to USD ~ million (CNY ~ million) in 2011.

China C2C E-Commerce market grew at a CAGR of ~ % from USD ~ million (CNY ~ billion) in 2005 to USD ~ million (CNY ~ billion) in 2011.

China's online shopping market has showcased a phenomenal growth in last six years. Online shopping market grew at a CAGR of ~ % from USD ~ million (CNY ~ billion) in 2005 to USD ~ million (CNY ~ billion) in 2011

China online travel agency market has showcased a phenomenal growth in the last six years. The China online travel agency market grew at a CAGR of ~ % from USD ~ million (CNY ~ billion) in 2005 to USD ~ million (CNY ~ billion) in 2011.

The number of group buying websites in China grew significantly from ~ in 2010 to ~ in September 2011, registering a growth rate of ~ %. After a predominant growth as on September 2011, the number of group buying websites suddenly seems to catch up a declining phase. The number of group buying websites in March 2012 was recorded at ~ which is much below the websites registered in September 2011

China online payment market has showcased an extraordinary growth over the years. The China online payment market grew at a CAGR of ~ % from USD ~ million (CNY ~ billion) in 2005 to USD ~ million (CNY ~ billion) in 2011.

### **Key Topics Covered in the Report:**

The market size of China e-commerce industry by revenue

The market size of China e-commerce industry by number of online shoppers

Market segmentation on the basis of B2B, B2C and C2C segments

Market size, market segmentation competitive landscape and future outlook of the China e-commerce market

Trends and developments pertaining to this industry.

Competitive Landscape and Profile of the major players

Cause and Effect Relationship Analysis between industry factors and expected

china e-commerce industry prospects

Future outlook and projections of the sales of China e-commerce and its segments in the China till 2016.

Macroeconomic and industry factors affecting this industry

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