

Market Analysis and Development Strategy of E-Commerce in China 2017-2022

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Abstracts

It takes 3-5 business days to dispatch the report after the purchase is made.

In recent years, the income level of Chinese residents grew steadily, to further improve the ability of people to online shopping, which effectively promoted the development of China's e-commerce industry. Statistics show that, in 2016, the national per capita disposable income was RMB 23,821, up 8.4 percent over the previous year, after deducting price factors, the actual increase of 6.3%.

As of June 2017, China's netizen scale reached about 731 million. In 2016, China's internet penetration rate was 53.2%, compared with the end of 2015 improved 2.9%.

With the rapid development of e-commerce market, the transaction scale is growing as well. In 2016, the transaction scale of e-commerce reaches about RMB23.0 trillion, with YoY growth of 25.5%. According to State Statistics Bureau, online shopping transaction volume amount to 14.9% of total social retail sales in 2016, with YoY growth of 2.2%. It is predicted that the scale will reach 16.6% in 2017. With the number of mobile users increasing rapidly, m-commerce in China becomes a popular trend. Though it may have wide application, m-commerce in China is still at an initial stage and the credit system construction is still weak. Related laws and regulations should be carried out for the development of m-commerce.

With the continued development of e-commerce, online payment businesses via third party payment organizations increase as well. According to iResearch, the transaction scale of internet third party payment has reached RMB19.2 trillion, with YoY growth of 60%.

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