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Report on the Wechat Mini-program e-commerce market 2018-2023

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Abstracts

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Wechat Mini-programs are applications on the Wechat platform that do not require prior installation for use and is the culmination of the idea of having readily available apps with no impact on mobile phone storage space. It possesses the advantage of being based on the Wechat platform which allows for a better user experience and faster propagation.

Mini-programs are much simpler than regular apps when it comes to development, maintenance and operation. Templates for application types are available on the platform type, with e-commerce templates being particularly popular. Development costs for a mini-program are 10% of a regular app or even lower. Being based on the Wechat platform also allows for e-commerce vendors to achieve easy promotion of their storefronts by using social functions available on the Wechat platform itself.

Mobile internet, mobile payment methods and mobile terminals have all reached a stage of maturity in development, and as the Chinese mobile e-commerce market continues to expand every year, mobile terminals have become the main channel for consumers engaging in e-commerce. Due to market saturation however, e-commerce growth has slowed down, and as such e-commerce vendors will need to find new ways to expand their operations. The total number of mini-program e-commerce users reached a number of XX million and is expected to reach a total of XX million by 2018. Mini-program based e-commerce has the advantage of decentralization and due to its nature, is capable of acquiring data much easier than regular applications. The mini-program is expected to become a key method of expanding e-commerce market share for vendors in the future, with userbase and market scale expected to grow at a steady

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