

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

<https://marketpublishers.com/r/RF4C49E1103EN.html>

Date: May 2018

Pages: 80

Price: US\$ 5,000.00 (Single User License)

ID: RF4C49E1103EN

Abstracts

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

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

pace.

Contents

CHAPTER 1 WECHAT MINI-PROGRAM E-COMMERCE APPLICATION INDUSTRY OVERVIEW

- 1.1 Definition and characteristics
- 1.2 Industry categorization
- 1.3 Marketing model
- 1.4 Operation model

CHAPTER 2 DEVELOPMENT OVERVIEW

- 2.1 Mobile e-commerce
 - 2.1.1 Definition
 - 2.1.2 Benefits
 - 2.1.3 Applications
 - 2.1.4 Main technologies
 - 2.1.5 Value chain structure
- 2.2 Mobile e-commerce market developments
 - 2.2.1 Market characteristics
 - 2.2.2 Current developments
 - 2.2.3 Trade volumes
 - 2.2.4 User analysis
 - 2.2.5 Critical development factors
- 2.3 Market prospects and development trends
 - 2.3.1 Development prospects
 - 2.3.2 Development trends

CHAPTER 3 INDUSTRY APPLICATIONS

- 3.1 Smart retail mini-program markets
 - 3.1.1 Average monthly data
 - 3.1.2 Average monthly orders
 - 3.1.3 Function usage rates
 - 3.1.4 Average customer value
- 3.2 Catering mini-programs market analysis
 - 3.2.1 Average monthly data
 - 3.2.2 Average monthly orders
 - 3.2.3 Function usage rates

- 3.3 Mini-program third party development market
 - 3.3.1 Third party service providers
 - 3.3.2 Mini-program market scale
 - 3.3.3 Number of mini-programs created

CHAPTER 4 MINI-PROGRAM E-COMMERCE MARKET APPLICATION INDUSTRY DEVELOPMENT OVERVIEW

- 4.1 Industry development overview
 - 4.1.1 Development history
 - 4.1.2 A comparison between e-commerce apps and e-commerce mini-programs
 - 4.1.3 Development overview
- 4.2 Current developments
 - 4.2.1 Number of users
 - 4.2.2 Current developments
 - 4.2.3 Average seasonal data
 - 4.2.4 Average seasonal orders
 - 4.2.5 Function usage rates
 - 4.2.6 Average customer value
- 4.3 Difficulties in the industry and counter-strategies
 - 4.3.1 Imperfect development
 - 4.3.2 Development issues
 - 4.3.3 Development of related services
 - 4.3.4 Development strategies
 - 4.3.5 Marketing strategies
 - 4.3.6 Development advice

CHAPTER 5 WECHAT MINI-PROGRAM INDUSTRY USERBASE ANALYSIS

- 5.1 Consumer habits
- 5.2 Consumption motives
- 5.3 Sales by category
- 5.4 Consumer analysis
 - 5.4.1 Age distribution
 - 5.4.2 Gender distribution
 - 5.4.3 Location distribution
 - 5.4.4 Income distribution
 - 5.4.5 Entry analysis
- 5.5 Development factors

- 5.5.1 Mobile e-business
- 5.5.2 E-commerce logistics
- 5.5.3 Consumer confidence in e-commerce

CHAPTER 6 INDUSTRY DEVELOPMENT TRENDS AND INVESTMENT ANALYSIS

- 6.1 Market development trends
 - 6.1.1 The formation of an ecological matrix
 - 6.1.2 Effective social e-commerce
 - 6.1.3 A tighter relationship between online and offline
 - 6.1.4 Decentralized e-commerce
 - 6.1.5 Younger consumers as development focus
- 6.2 Market user scale predictions
 - 6.2.1 User scale predictions
 - 6.2.2 Development trends
- 6.3 Investment risks
 - 6.3.1 Logistics outsourcing
 - 6.3.2 Market competition
 - 6.3.3 Supply
 - 6.3.4 Price fluctuations
 - 6.3.5 Credit risks
- 6.4 Investment potential and advice
 - 6.4.1 Potential analysis
 - 6.4.2 Investment advice

I would like to order

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

Product link: <https://marketpublishers.com/r/RF4C49E1103EN.html>

Price: US\$ 5,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/RF4C49E1103EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970