

# Special Report on China's Retail Trade Industry in 2015

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## Abstracts

In 2013, China's mobile netizen has reached 500 million, and the market size reached RMB106.03 billion, up 81.2% YoY. It is predicted that the market size of mobile Internet will remain a rapid growth trend in 2015-2020.

In recent years, China has maintained rapid growth in retail trade industry. In 2014, the sales value of top 100 retail trade company in China was over RMB3000 billion, up 26.2% YoY. Tmall's sales value reached RMB763 billion, re-electing the top one again. In Jan.to Aug. 2014, China's total retail sales of consumer goods was RMB16610 billion, up 12.1% YoY.

In this report, AskCI will profiles the development status of China's retail trade industry, and analyzes retail trade's segment industries with mass data, including market performance, traditional business, e-commercial, etc.

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