

# China Brand E-commerce Service Market: Size, Trends & Forecasts (2017-2021)

<https://marketpublishers.com/r/CC185542981EN.html>

Date: November 2017

Pages: 48

Price: US\$ 800.00 (Single User License)

ID: CC185542981EN

## Abstracts

### Scope of the Report

The report entitled “China Brand E-commerce Service Market: Size, Trends & Forecasts (2017-2021)”, provides analysis of China brand E-commerce service market, with detailed analysis of online shopping market size in China in terms of GMV, brand E-commerce service market by GMV and its penetration of brand E-commerce in online shopping followed by a analysis of brand E-commerce service market in terms of GMV. Under competitive comparison, different players in China brand E-commerce market have been analyzed on the basis of market share.

Moreover, the report assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of brand E-commerce service market in China has also been forecasted for the years 2017-2021, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

Baozun, Inc., Rkylin Group, Lily & Beauty and Leqee, Inc. are some of the key players operating in China brand E-commerce service market whose company profiling is done in the report. In this segment of the report, business overview, financial overview and the business strategies of the companies are provided.

### Company Coverage

Baozun Inc.

Rkylin Group

Lily & Beauty

Leqee Inc.

## Executive Summary

Brand e-commerce is a sub category of e-commerce. E-commerce refers to the electronic transaction with the aim to sell or buy products of relatively less known brands as well as established/ well known brands via online mode. Brand e-commerce is the selling or buying of products of popular brands specifically. Branded products in general denote uniqueness and superior quality.

E-commerce service providers offer brands that are keen to build up a strong online presence with a wide range of services such as logistics, IT, warehouse management and customer services. On the other hand, brand e-commerce service provider refers to e-commerce services being given by the provider to brands such as Levi, Samsung, Lee and many more.

China brand E-commerce service market is expected to increase at high growth rates during the forecast period (2017-2021). China brand E-commerce market is supported by various growth factors such as increasing disposable income, rise in number of smartphone users, spike in exports/ imports through cross border E-commerce, ease of online payment and reduction in delivery time.

However, E-commerce companies refraining from outsourcing and high degree of reliability on telecommunication infrastructure are some of the challenges faced by the market. Seasonal nature of China E-commerce industry, boom in rural E-commerce and declining GMV concentration are some of the latest trends existing in the market.

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