

China Community E-commerce Market: Size, Trends & Forecast with Impact Analysis of COVID 19 (2021-2025)

<https://marketpublishers.com/r/C8D6F0F23A25EN.html>

Date: January 2022

Pages: 74

Price: US\$ 850.00 (Single User License)

ID: C8D6F0F23A25EN

Abstracts

The report titled “China Community E-commerce Market: Size, Trends & Forecast with Impact Analysis of COVID 19 (2021-2025)”, provides an in depth analysis of the China community e-commerce market by value, by product, by business model, etc. The report provides a segment analysis of the community e-commerce market. The report also provides a detailed analysis of the COVID-19 impact on the community e-commerce market.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall community e-commerce market has also been forecasted for the period 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The China community e-commerce market is concentrated with few y major market players operating within China. The key players of the China community ecommerce market are Alibaba Group Holding Ltd., JD.com Inc., Pinduoduo Inc., and Xingsheng Youxuan are also profiled with their financial information and respective business strategies.

Company Coverage

Alibaba Group Holding Ltd.

JD.com Inc.

Pinduoduo Inc.

Xingsheng Youxuan

Executive Summary

Community e-commerce connects online traffic to neighborhood infrastructure (retail stores/pick-up points/mini warehouses) with better fulfillment efficiency than existing e-commerce, and increases online supply at lower prices through supply chain restructuring. The concept of Community e-commerce is quite connected to community group buying. Community group buying, also known as collective buying, provides products and services at significantly discounted costs in exchange for a minimum number of consumers making the purchase. Community e-commerce has many benefits for both its consumers as well as for the platforms, which makes it more popular in the Chinese economy.

Community E-commerce can be segmented by product (Grocery and Non-grocery) and by business model (Community Group Purchase, O2O Platforms (Online-to-Offline platforms), and Mini Warehouse).

While most of the industries worldwide suffered a negative impact of COVID-19, the community e-commerce market experienced a positive impact of COVID-19. As online grocery market rose, the concept of community e-commerce suited many households and even companies. Community e-commerce helps in availability of cheaper products and lessen the burden of logistic cost. In addition to this, it was due to community e-commerce that products (both grocery and non-grocery) were easily delivered to the lower tier cities.

The China community e-commerce market has performed significantly well until 2020 and projections are made that the market would rise in the next four years i.e. 2021-2025 tremendously. China community e-commerce Market is expected to increase due to the growing internet penetration, increasing mobile payment penetration, increasing use of smartphones, growing lower tier population, its unique features, lack of retail infrastructure in lower tier cities, and vast logistic support. Yet the market faces some challenges such as stringent government regulatory policies, difficulty in Converting shoppers into paying customers, involvement of lot of cash, issue of readdress of products, etc.

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