

China Social E-commerce Market: Size, Trends and Forecast (2019-2023)

<https://marketpublishers.com/r/C6D067A3A6BEN.html>

Date: June 2019

Pages: 57

Price: US\$ 800.00 (Single User License)

ID: C6D067A3A6BEN

Abstracts

SCOPE OF THE REPORT

The report entitled “China Social E-commerce Market: Size, Trends and Forecast (2019-2023)” provides an in-depth analysis of the social e-commerce market in China including detailed description of market sizing and growth. The report provides an analysis of the China social e-commerce market by value, by penetration rate and includes segment analysis as well.

Moreover, 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 China’s social e-commerce market has also been forecasted for the period 2019-2023, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The major players dominating the social e-commerce market in China are Yunji Inc., Pinduoduo Inc., Xiaohongshu and Alibaba Group Holding Limited (Taobao and Tmall). The four companies have been profiled in the report providing their business overview, financial overview and business strategies.

Company Coverage

Yunji Inc.

Pinduoduo Inc.

Xiaohongshu

Alibaba Group Holding Limited (Taobao and Tmall)

EXECUTIVE SUMMARY

Social e-commerce refers to the combination of e-commerce and social networking. Social e-commerce platforms enable the customers to browse, purchase goods and share and promote online transactions through their social networks. In social e-commerce, consumers purchase goods and services, not just based on the seller's description, but also based on the reviews provided by other users.

Social e-commerce provides a number of benefits to the consumers as well as the sellers. Some of the advantages of social e-commerce are increase in website traffic for the sellers, improved search engine rankings for the brands and word-of-mouth advertising. Social e-commerce also enables the sellers to gain knowledge about the customers' preferences and experiences through their ratings and reviews and also enhances customer satisfaction with a seamless shopping and payment process.

Social e-commerce has been segmented on the basis of type and business models. On the basis of type, social e-commerce has been segmented into peer-to-peer sales platforms, social network-driven sales, group buying, peer recommendations, user-curated shopping and social shopping. The three major business models in social e-commerce are membership-based, content sharing and team purchase.

China's social e-commerce market has witnessed continuous growth in the past few years and is projected to grow even further during the forecast period (2019-2023). The market is expected to be driven by various growth enhancing factors such as the growing use of social applications, increasing internet usage, rising millennial income, increasing use of smartphones, etc. However, the market is not free from challenges that are hindering its growth. Some of the major challenges faced by the market are inefficient promotional activities of users and inadequate quality control systems.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Social E-commerce: An Overview

2.1.1 Social E-commerce Timeline

2.1.2 Features of Social E-commerce

2.1.3 Types of Social E-commerce

2.1.4 Social E-commerce Business Models

2.2 Advantages of Social E-commerce

2.3 Social E-commerce Segmentation: An Overview

2.3.1 Social E-commerce Segmentation by Type

2.3.2 Social E-commerce Segmentation by Business Models

3. CHINA MARKET ANALYSIS

3.1 China Social E-commerce Market: An Analysis

3.1.1 China Social E-commerce Market by Value

3.1.2 China Social E-commerce Market by Penetration Rate

3.1.3 China Social E-commerce Market by Segments (Membership-based, Others)

3.2 China Social E-commerce Market: Segment Analysis

3.2.1 China Membership-based Social E-commerce Market by Value

3.2.2 China Other Social E-commerce Market by Value

4. MARKET DYNAMICS

4.1 Growth Drivers

4.1.1 Growing Use of Social Applications

4.1.2 Increasing Internet Usage

4.1.3 Rising Urban Population Purchasing Power

4.1.4 Increasing Use of Smartphones

4.1.5 Rising Middle Class Spending

4.1.6 Growing Urban Population

4.1.7 Rising Millennial Income

4.2 Challenges

4.2.1 Inefficient Promotional Activities of Users

4.2.2 Inadequate Quality Control Systems

4.3 Market Trends

- 4.3.1 Use of Live Streaming for Advertising
- 4.3.2 Growing Adoption of Membership-based Social E-commerce Models
- 4.3.3 High Adoption of Social E-commerce among Women

5. COMPETITIVE LANDSCAPE

5.1 China Social E-commerce Market Players: Financial Comparison

5.2 China Social E-commerce Market Players by Research and Development Expenses

5.3 China Social E-commerce Market Players by Key Performance Indicators

6. COMPANY PROFILES

6.1 Yunji Inc.

- 6.1.1 Business Overview
- 6.1.2 Financial Overview
- 6.1.3 Business Strategy

6.2 Pinduoduo Inc.

- 6.2.1 Business Overview
- 6.2.2 Financial Overview
- 6.2.3 Business Strategy

6.3 Xiaohongshu

- 6.3.1 Business Overview
- 6.3.2 Business Strategy

6.4 Alibaba Group Holding Limited (Taobao and Tmall)

- 6.4.1 Business Overview
- 6.4.2 Financial Overview
- 6.4.3 Business Strategy

List Of Figures

LIST OF FIGURES

Figure 1: Social E-commerce Timeline

Figure 2: Features of Social E-commerce

Figure 3: Types of Social E-commerce

Figure 4: Social E-commerce Business Models

Figure 5: Advantages of Social E-commerce

Figure 6: Social E-commerce Segmentation by Type

Figure 7: Social E-commerce Segmentation by Business Models

Figure 8: China Social E-commerce Market by Value; 2015-2018 (US\$ Billion)

Figure 9: China Social E-commerce Market by Value; 2019-2023 (US\$ Billion)

Figure 10: China Social E-commerce Market by Penetration Rate; 2015-2018
(Percentage, %)

Figure 11: China Social E-commerce Market by Penetration Rate; 2019-2023
(Percentage, %)

Figure 12: China Social E-commerce Market by Segments; 2018 (Percentage, %)

Figure 13: China Membership-based Social E-commerce Market by Value; 2015-2018
(US\$ Billion)

Figure 14: China Membership-based Social E-commerce Market by Value; 2019-2023
(US\$ Billion)

Figure 15: China Other Social E-commerce Market by Value; 2015-2018 (US\$ Billion)

Figure 16: China Other Social E-commerce Market by Value; 2019-2023 (US\$ Billion)

Figure 17: China WeChat Users; 2016-2021 (Million)

Figure 18: China Number of Internet Users; 2017-2023 (Million)

Figure 19: China Urban Disposable Income Per Capita; 2014-2018 (US\$ Thousand)

Figure 20: China Smartphone Users; 2014-2018 (Million)

Figure 21: China Middle Class Spending; 2015-2020 (US\$ Trillion)

Figure 22: China Urban Population; 2013-2018 (Percentage, %)

Figure 23: China Millennials' Annual Aggregate Income; 2020-2030 (US\$ Trillion)

Figure 24: China Social E-commerce Market Players by Research and Development
Expenses; 2017-2018 (US\$ Million)

Figure 25: Yunji Inc. Total Revenue; 2016-2018 (US\$ Million)

Figure 26: Pinduoduo Inc. Total Revenue; 2016-2018 (US\$ Million)

Figure 27: Alibaba Group Holding Limited Revenue; 2015-2019 (US\$ Billion)

Figure 28: Alibaba Group Holding Limited Revenue by Segments; 2019 (Percentage,
%)

Table 1: China Social E-commerce Market Players Financial Comparison; 2018/2019

Table 2: China Social E-commerce Market Players by Key Performance Indicators;
2018 (Million)

I would like to order

Product name: China Social E-commerce Market: Size, Trends and Forecast (2019-2023)

Product link: <https://marketpublishers.com/r/C6D067A3A6BEN.html>

Price: US\$ 800.00 (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/C6D067A3A6BEN.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