

# E-Commerce (Goods) in China

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## Abstracts

Prior to the outbreak of COVID-19, e-commerce had already been booming for years in China. However, the pandemic increased consumers' willingness to shop via this channel. Consumers shopped online to stay in the safety of their own homes, whilst brand owners and retailers counted on e-commerce to compensate for losses via offline retailing due to store closures and decreases in footfall. Companies with an established online presence quickly adapted to the pandemic and expanded their e-commerce s...

Euromonitor International's E-Commerce (Goods) in China report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Cross-Border E-Commerce (Goods), E-Commerce (Goods) by Product Category, Mobile E-Commerce (Goods).

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the E-Commerce (Goods) market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### E-COMMERCE (GOODS) IN CHINA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Continued channel shift by consumers supports growth of e-commerce

JD's platform sees expansion, benefiting from crackdown on "picking one from two"

E-commerce giants highlight social responsibility actions

#### PROSPECTS AND OPPORTUNITIES

Continued growth, with opportunities in areas with limited access to stores

Government to further promote e-commerce development

Heavy investment in logistics to address last-mile delivery challenges

#### CHANNEL DATA

Table 1 E-Commerce (Goods) by Channel and Category: Value 2016-2021

Table 2 E-Commerce (Goods) by Channel and Category: % Value Growth 2016-2021

Table 3 E-Commerce (Goods) GBO Company Shares: % Value 2017-2021

Table 4 E-Commerce (Goods) GBN Brand Shares: % Value 2018-2021

Table 5 Forecast E-Commerce (Goods) by Channel and Category: Value 2021-2026

Table 6 Forecast E-Commerce (Goods) by Channel and Category: % Value Growth 2021-2026

### RETAILING IN CHINA

#### EXECUTIVE SUMMARY

Retailing in 2021: The big picture

Accelerated adoption of online to offline shopping

Boycotts related to political tensions and rising consumer nationalism

What next for retailing?

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

6.18 Shopping Festival

11.11 Shopping Festival

Payments

Delivery and collection

Emerging business models

#### MARKET DATA

- Table 7 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021
- Table 8 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021
- Table 9 Sales in Store-based Retailing by Channel: Value 2016-2021
- Table 10 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021
- Table 11 Store-based Retailing Outlets by Channel: Units 2016-2021
- Table 12 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021
- Table 13 Sales in Non-Store Retailing by Channel: Value 2016-2021
- Table 14 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021
- Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021
- Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 17 Sales in Grocery Retailers by Channel: Value 2016-2021
- Table 18 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021
- Table 19 Grocery Retailers Outlets by Channel: Units 2016-2021
- Table 20 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021
- Table 21 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021
- Table 22 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 23 Sales in Non-Grocery Specialists by Channel: Value 2016-2021
- Table 24 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021
- Table 25 Non-Grocery Specialists Outlets by Channel: Units 2016-2021
- Table 26 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021
- Table 27 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021
- Table 28 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 29 Sales in Mixed Retailers by Channel: Value 2016-2021
- Table 30 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021
- Table 31 Mixed Retailers Outlets by Channel: Units 2016-2021
- Table 32 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021
- Table 33 Retailing GBO Company Shares: % Value 2017-2021
- Table 34 Retailing GBN Brand Shares: % Value 2018-2021
- Table 35 Store-based Retailing GBO Company Shares: % Value 2017-2021
- Table 36 Store-based Retailing GBN Brand Shares: % Value 2018-2021
- Table 37 Store-based Retailing LBN Brand Shares: Outlets 2018-2021
- Table 38 Non-Store Retailing GBO Company Shares: % Value 2017-2021
- Table 39 Non-Store Retailing GBN Brand Shares: % Value 2018-2021
- Table 40 Grocery Retailers GBO Company Shares: % Value 2017-2021
- Table 41 Grocery Retailers GBN Brand Shares: % Value 2018-2021
- Table 42 Grocery Retailers LBN Brand Shares: Outlets 2018-2021

- Table 43 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 44 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
- Table 45 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
- Table 46 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
- Table 47 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
- Table 48 Mixed Retailers GBO Company Shares: % Value 2017-2021
- Table 49 Mixed Retailers GBN Brand Shares: % Value 2018-2021
- Table 50 Mixed Retailers LBN Brand Shares: Outlets 2018-2021
- Table 51 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 52 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
- Table 53 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
- Table 54 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026
- Table 55 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026
- Table 56 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026
- Table 57 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
- Table 58 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
- Table 59 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
- Table 60 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 61 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 62 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026
- Table 63 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026
- Table 64 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026
- Table 65 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026
- Table 66 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026
- Table 67 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
- Table 68 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026
- Table 69 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026
- Table 70 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026
- Table 71 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026
- Table 72 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 73 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 74 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 75 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 76 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 77 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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SOURCES

Summary 2 Research Sources

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