

E-Commerce in China

<https://marketpublishers.com/r/E6BD0F68917BEN.html>

Date: February 2021

Pages: 49

Price: US\$ 990.00 (Single User License)

ID: E6BD0F68917BEN

Abstracts

Prior to the outbreak of the Coronavirus (COVID-19) pandemic, e-commerce had already been booming for years in China. However, the pandemic situation greatly increased consumers' willingness to shop via e-commerce. Brand owners and retailers are counting 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 e-commerce sales by leveraging digital tools...

Euromonitor International's E-Commerce 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, E-Commerce by Product Category, Mobile E-Commerce.

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 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.

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