

Food and Drink E-Commerce in China

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Abstracts

Food and drink e-commerce witnessed a sharp increase in demand amidst the COVID-19 pandemic in 2020. The mandated lockdown and fear of contracting the virus led consumers to reduce the amount of time spent outside of the home. Many consumers shifted online for grocery shopping at the outbreak of the pandemic, stockpiling food and other necessities. For example, JD.com reported exponential sales growth in food and drink e-commerce in February 2020. The pandemic also had a profound impact on the d...

Euromonitor International's Food and Drink 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.

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

Why buy this report?

Get a detailed picture of the Food and Drink 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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