

# JD.com Inc in Retailing (China)

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## Abstracts

As one of the industry leaders in internet retailing in China, JD.com has built its reputation on its in-house logistics system. To strengthen its position further, it has opened its platform to third party merchants, introduced the new platform TOPLIFE for luxury fashion, and launched a new retail store brand, 7Fresh. With massive investment in innovation, JD.com aims to improve the online shopping experience, and further develop its “boundaryless retail” strategy.

Euromonitor International’s JD.com Inc in Retailing (China) company profile offers detailed strategic analysis of the company’s business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Non-Store Retailing, Store-based Retailing.

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

### Why buy this report?

Get a detailed picture of the Retailing 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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