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Mobile Internet Retailing in China

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Abstracts

With rapid adoption of smartphones and tablets, a well-developed mobile network and Wi-Fi, mobile shopping has become the main form for online retailing in China. Mobile shopping provides unparalleled convenience and flexibility for consumers to use their fragmented time to browse and shop anywhere, anytime. The number of mobile internet users in China has largely increased in the past few years and average time spent on mobile shopping has risen, contributing to the double-digit growth of mobil...

Euromonitor International's Mobile Internet Retailing 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 Mobile Internet 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.

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