

China Online Retail Market to 2027

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Abstracts

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Summary

Online Retail in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The online retail market is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.

The Chinese online retail sector had total revenues of \$717.6 billion in 2022, representing a compound annual growth rate (CAGR) of 21.3% between 2017 and 2022.

The food & grocery retail segment accounted for the sector's largest proportion in 2022, with total revenues of \$332.4 billion, equivalent to 46.3% of the sector's overall value.

The growth in the Chinese online retail sector is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, according to the National Bureau of Statistics of China, consumer confidence in China rose to 94.90 points in March 2023 from 94.70 points in the previous month.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in China

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in China

Leading company profiles reveal details of key online retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the China online retail market with five year forecasts

Reasons to Buy

What was the size of the China online retail market by value in 2022?

What will be the size of the China online retail market in 2027?

What factors are affecting the strength of competition in the China online retail market?

How has the market performed over the last five years?

What are the main segments that make up China's online retail market?

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