

E-commerce Market in China 2014

<https://marketpublishers.com/r/E76DE772B99EN.html>

Date: November 2014

Pages: 98

Price: US\$ 1,950.00 (Single User License)

ID: E76DE772B99EN

Abstracts

The report is sent in 0-2 business days after order is placed.

Netscribes' latest market research report titled e-Commerce Market in China 2014 captures the current scenario of the e-Commerce market in China. Currently the market is fast evolving and is expected to mature further in the ensuing years. Factors such as large presence of internet users coupled with a continued increase in purchasing power of the Chinese population is primarily pushing the market. Internet has been employed as a source of information, entertainment, communication and business, which has led to the success of the e-commerce market. With increasing prosperity and easy access to the Internet, online retail sales is also expected to surge in the coming years. Now Chinese consumers are capable of downloading contents while on the move with the support of high speed and wireless internet connectivity options. Major proportion of the digital downloads is comprised of online gaming, where the user downloads games for recreational purposes. Thus online gaming accounts for a significant share in the overall pie. Nowadays increasing usage of the social networking websites is also enabling the online advertisers to track the consumer behavior and in turn supporting the e-commerce business. Chinese government has removed various legal restrictions and has formulated new policies to attract foreign investment in its online retail sector.

However, the industry also has to contend with several bottlenecks. Deluge of fake products sold online is hampering the growth of e-commerce market. Despite significant developments in e-commerce market, consumers are still wary of buying goods online. Chinese consumers fear the use of credit cards for online transaction owing to the growing frauds. Thus psychological barrier coupled with increasing frauds also restricts the market growth. Currently Shopping through mobile device has quickly gained acceptance among Chinese digital consumers. Group buying, developing internal logistic system and use of social media are some other major trends observed so far in the market.

Contents

Slide 1: Executive Summary

Macroeconomic Indicators

Slide 2: Current Account Balance (2010 – 2015e), Exchange Rate: Half Yearly (Jan 2014 – May 2014)

Slide 3: Lending Rate: Annual (2010 – 2013), Trade Balance: Annual (2009 – 2012), FDI: Net Inflow (2009-2012)

Slide 4: GDP at Current Prices: Annually(2010 – 2015e), Inflation, Average Consumer Prices (2010 – 2015e)

Introduction

Slide 5: Operation Model of an E-commerce System

Slide 6: Illustration – Transaction Flow within an e-Commerce System

Market Overview

Slide 7: E-Commerce Market – China Overview; GMV of China's E-Commerce Market (2013-2018e); E-Commerce Revenue – Online Retail Share (2013)

Slide 8: Online Retailing overview, Major Online Chinese Retailers, E-Retail's Share of Total Retail Sales (2010, 2011, 2012, 2013, H12014)

Slide 9: Online Advertisement Overview, Major Online Chinese Publisher, Online Ad – Spent: Asia Pacific Region (2013), Online Ad – Spent Share (2013-2017e)

Slide 10: Online Travel Overview, Online Travel Booking Service Users (2010-2013), Category – Wise: Online Travel Booking (2012, 2013), Online Travel – Model

Slide 11: Online Digital Downloads, Online Digital Downloads – Segments, Online Video Users (2009-13)

Slide 12: Online Gaming Overview, Rise in Revenue – Online Gaming (2013-16e), Revenue share (2013), Online Games Segment-Wise Share (2013-16e)

Slide 13: Online Financial Services Overview, Online Financial Services – Segments, Utilization Rate – E-Banking (2012 ,2013), E-Banking Users (2012,2013)

Slide 14: Online Stock Operations, Online Stock Operation Users(2011, 2012), Online Paid Subscription – Model

E-Commerce Technology

Slide 15: E-Commerce Website Design

Slide 16: E-Commerce Website Development Phase

Demand and Supply Perspective

Slide 17: Benefits of E-Commerce

Slide 18: Demand and Supply Perspective (e-Commerce Vendors and Users)

Drivers and Challenges

Slide 19: Drivers and Challenges – Summary

Slide 20-28: Drivers

Slide 29-31: Challenges

Government Initiatives

Slide 32: 12th Five-Year Plan of China (2011-2015)

Slide 33-34: Regulations : Foreign Investment

Slide 35: E-Commerce Tax: China

Trends

Slide 36: Trends – Summary

Slide 37-42: Major Trends in the Market

Mergers and Acquisitions

Slide 43: Mergers & Acquisitions (M&A)/Private Placement – Major Players (2014)

Competitive Landscape

Slide 44: Porter's Five Forces Analysis

Slide 45-49: Competitive Benchmarking (FY 2013)

Slide 50-87: Major Public Players

Slide 88-91: Major Private Players

Strategic Recommendation

Slide 92-96: Strategic Recommendations

Appendix

Slide 97: Key Ratios Description

Slide 98: Sources of Information

I would like to order

Product name: E-commerce Market in China 2014

Product link: <https://marketpublishers.com/r/E76DE772B99EN.html>

Price: US\$ 1,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E76DE772B99EN.html>