

China E-commerce of Agricultural Products Market Research and Development Trend Forecast

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Abstracts

At present, agricultural-related e-commerce have over 30 thousand, and e-commerce platform of agricultural products nearly 4000. In order to usher in a sustained purchasing power and drive relevant consumer groups, e-commerce of agricultural products should provide a good shopping experience for customers.

As a new business modality, e-commerce injecting new development vitality and power for traditional circulation mode of agricultural products in China. However, the farmer in e-business talent is scarce. Based on huge space for development of agricultural information, insiders think it will have optimistic prospects of e-commerce of agricultural products, how to better create the conditions to promote the healthy development of rural e-commerce, government, electronic business platform, companies are much to do. Electricity providers is indispensable participant in developing e-commerce of agricultural products. Now, third-party e-commerce platform provider is quietly becoming core driving force of rural entrepreneurship. Governments should encourage third-party e-commerce platform provider innovative lower prices and better quality services products constantly, and encourage providers develop the customized products to reduce cost of doing business. Meanwhile, government should encourage network platform to further transparency, sharing information, knowledge and business in platform and provide the necessary technical support and business development experience for enlarge business.

Agricultural-related e-commerce is rapid development in 2015. In 2015, the total network retail sales of agricultural product over 150.5 billion CNY, and increase of 50% over 2014. E-commerce platform of agricultural products nearly 4000, almost every day have an agro-business enterprise online. E-commerce of agricultural products suppliers enter the fourth round of the electricity business boom after 20 years of development,

China's electricity supplier following books, clothing, 3C boom in three electricity providers, has now entered the fourth round of the electricity business boom.

E-commerce of agricultural products suppliers form a "two superpowers - more strong - small minority" pattern. "Two superpowers" represent Alibaba and JD, "more strong" represent that there have many electricity supplier with strong competitiveness and "niche" refers to characteristic agricultural electricity providers with growth potential.

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