

# Research Report on China Retail Market and Investment, 2017-2021

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## Abstracts

### Description

China is becoming a world leading consumer market, which was forecasted by retail giants a decade ago. With inferior investment conditions, these retail giants entered China before its joining WTO.

The trade value of e-commerce was CNY 10.82 trillion with an increase of 26.8% and online retail sales value was CNY 1.85 trillion with an increase of 41.2% in China in 2013, ranking the first in the world superior to the U.S.A. It was estimated to exceed CNY 12 trillion with an increase of 20% and online retail sales value was estimated to exceed CNY 2 trillion with an increase of over 30% in 2014. The total retail sales value of social consumer goods was CNY 30.0931 trillion with an increase of 14.68% and the actual increase was 10.70% regardless of prices in 2015 compared to that of last year.

The growing resident income is a stimulus of consumption in China. Meanwhile, groups born after 1980 and 1990 transfer from non-mainstream to mainstream consumption groups. In addition, changes emerge in terms of consumer structure, purchasing channels and consumption habits. The market of the elderly expands with the growing aging degree in China. The population aged over 65 years old is expected to reach 240 million by 2020 in China, which is also a potential retail market in the future. Meanwhile, the Internet retail industry will also develop rapidly.

This report analyzes the development status, trend, format, operation situation and development strategies of foreign and domestic enterprises together with investment risks and opportunities as well as aversion suggestions of the retail industry in China. This report provides valuable reference mainly concerning the status and investment

opportunities in the retail industry in China.

Through this report, readers can acquire the following information:

Definition and Classification of Retail Industry

Research Methods of the Report

Analysis on Supply and Demand in Retail Industry in China

Market Competition in China Retail Industry

Analysis on Major Enterprises of Retail Industry in China

Development Opportunities and Driving Forces Faced by Retail Industry in China

Risks and Challenges Faced by the Retail Industry in China

Analysis on Major Costs in China Retail Industry

Prediction on Development of Retail Industry in China, 2017-2021

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