

# Research Report on China TV Shopping Industry, 2017-2021

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## Abstracts

### Description

TV shopping is a marketing communication mode for the interaction of TV stations, businesses and consumers. Live shopping becomes the mainstream of TV shopping and the medium, retail industry as well as logistics tend to experience an integration in the future, leading to huge impact on other retail modes in China.

The market size of TV shopping increased from CNY 45.5 billion in 2011 to over CNY 100 billion in 2015 with about 150 operators in China. In recent years, some TV shopping enterprises started to expand and attract funds, showing a speeding restructuring and integration of this industry. For example, Happy Shopping attracted an investment of CNY 330 million from Hony Capital, Citic PE Fund and Sequoia Capital.

It became the only listed company of A-share in the TV shopping field in January 2015 with the issue price of CNY 9.06 per share and was CNY 13.05 in the opening quotation by daily limit increasing by 44.04% compared to the issue price. With the rapid development, high covering and competition costs in recent years, the TV shopping industry will be confronted with a reshuffle and growing comprehensive strength.

This report describes the development history and modes as well as experience of TV shopping at home and abroad. Meanwhile, it systematically analyzes successful enterprises, products, media, solutions, investment opportunities and development suggestions of the TV shopping market. It provides valuable reference to TV shopping operators and potential investors concerning the status, development trend and market opportunities in this industry.

Through this report, readers can acquire the following information:

Definition and Classification of TV Shopping

Research Methods of the Report

Supply and Demand Status of TV Shopping Industry in China

Analysis on Top 5 TV Shopping Enterprises in China

Development Opportunities and Driving Forces Faced by TV Shopping Industry in China

Risks and Challenges in Development of TV Shopping Industry in China

Analysis on Costs of TV Shopping Industry

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Prediction on Development of TV Shopping Industry in China

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