

The Research report of B2C(online shopping)market in China , 2008



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Online shopping market contains B2C and C2C. As to this report, B2C only covers the entities trade market (not including service of reserving rooms and booking tickets). Compared with shopping in store , online shopping has the advantage of low cost. And compared with C2C, B2C is better in the aspects of reliability, types of goods and after service etc. Electronic business has developed in China for more than 10 years. During the period, the China netizen mainly buy books and music and vedio products at the beginning while what they purchase includes digital products , adult supplies and so on now. However, overall speaking, due to the idea limitation, such as income/consumption ideas, there are still relatively fewer merchandize varieties bought online in China and the majority trait is the lower average value capacity.

In 2007, online shopping market kept stable increase and the year revenue exceeded 100 billion yuan (USD 14 billion). Up to the end of 2007, the number of China netizens was upon 200 million which sets the steady basic for the development of online shopping market in China. About one-fourth netizens bought things on line in 2007.

With the constant development of online shopping in China, the way of payment on line is better and better. The invention of the third party payment tools---- alipay, paypal removes the fear of online shopping from the netizens. Meanwhile, it is much more convenient to deal in the same city with the upgrade of logistics and the service of delivery to door as well as payment after receipt.

As the number of China netizens and the netizens who buy things on line is increasing continuously, there is no doubt that online shopping market in China certainly keeps the rapid rise, moreover , great developing potential with countless investing opportunities.

Taking DangDang as an example, it turns to integrated management from the mainly selling books and music and vedio products whose income has lost the utter dominance in the gross income.

In the field of B2C, most websites still put effort on certain industry, such as IT products, books and MV, adult products, presents and flowers etc. The flourish of B2C in China has attracted foreign investment gradually into Chinese market . Some of them adopted the policy of annex and recombining -----Amazon buying out JoYo, and some of them set chain stores directly in China.

Despit the great potential market, the competition is more and more furious. In such circumstance, ervice, products oreintation, analysis of consumers' behaviors are all very important to come to the top.

The report analyzes the actuality, characters of the B2C online shopping market in China and introduces the famous websites in the field of B2C online shopping, including integrated products, IT groups , health care class etc , at the same time analyzing their patterns of management and strategies of development. It also reveals the opportunities and risks to invest in China B2C online shopping market and probes into the trend of developing. The report has high reference value to be familiar with the actuality of online shopping market and catch the opportunity of investing.

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