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Booming China Online Retail Sector 2015

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Abstracts

Executive Summary

China is currently the world's second largest and Asia's largest retail market. The country is projected to experience average annual retail volume growth of 8.7% in 2015 & 2016 and by 2018 become the largest retail market globally. While the retail sector in China overall saw sluggish growth in 2013 due to the constant pressure from the slowdown in domestic macroeconomic growth, in 2014 the total retail sales of China consumer goods rose by 11.9% year-on-year to reach USD 414 billion. In 2014 the online retail segment which currently forms 10% of total retail sales in the country saw robust growth. The online retail sector has immense opportunities and the growth rate of the country's online B2C retail market is 3 times higher than the overall retail market.

Tlibaba Group's Tmall is the largest ecommerce player in the country followed by JD.com. More than 90% online sales are being completed through personal computers, though the share of mobile devices is consistently rising. The logistics industry in China which is crucial for the growth of online retail is fragmented and has not kept pace with the growth of online retail in the country. China has emerged as the global leader in mobile commerce surpassing the United States. Alibaba dominates the mcommerce space and has an 85% share of the segment followed by JD.com

Why should the report be purchased?

The report 'Booming China Online Retail Sector 2015'highlights key dynamics ofChina's online retailsectorwhich is experiencing robust growth. The growing opportunity in the sector has been investigated along with key challenges. The competitive landscape of the sector has been examined and the report contains company profiles of players such as Alibaba Group Holding Ltd, JD.com (Jingdong Mall), Suning.com, Vipshop Holdings Limited, Amazon.com, Inc. and eBay Inc. The

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report also contains latest industry-related opinions.

Research methodology and delivery time

Smart Research Insights has conducted comprehensive desk research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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