



Global E-Commerce Intelligence
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SAMPLE REPORT
CHINA B2C E-COMMERCE MARKET 2022
PUBLICATION DATE: FEBRUARY 2022

PREFACE



OBJECTIVE

RELIABLE

A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
- Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.
- yStats.com delivers all research results as PowerPoint files. All data can therefore be used directly for board presentations or be individually adapted.
- If required, yStats.com provides in-depth analysis for all research projects. Simply send us a request.

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GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources, we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

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Report Coverage

- This report covers the B2C E-Commerce market in China. A broad definition of retail E-Commerce used by some original sources cited in this report might include both B2C and C2C E-Commerce.
- The report contains relevant information about international comparisons, market trends, B2C E-Commerce sales and shares, Internet users and shoppers, products, payment methods, delivery and players.

Report Structure

- The report starts with an overview of the B2C E-Commerce market and international comparisons, where the relevant country is compared to other countries in the region in terms of criteria relevant to E-Commerce.
- Next, the “Trends” section includes an overview of market trends, such as M-Commerce, Live Commerce, and cross-border E-Commerce.
- The section “Sales & Shares” covers the development of retail B2C E-Commerce sales and E-Commerce’s share of total retail sales.
- In the “Users & Shoppers” section, information about Internet penetration and online shoppers is included.
- Afterwards, the section “Products” shows the leading product categories purchased online.
- The next section, “Payment”, covers the payment methods most used by online shoppers.
- Furthermore, the “Delivery” section covers information related to delivery in B2C E-Commerce.
- Finally, the “Players” section includes information about the leading market players including a ranking of major B2C E-Commerce platforms by market share.

DEFINITIONS



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The following expressions and definitions are used in this market report*:

- **B2C E-COMMERCE** the sale of products (and services) through electronic transactions via the Internet from business to consumers (B2C). A broader definition of retail E-Commerce applied by some sources also includes consumer to consumer (C2C) sales.
- **E-COMMERCE SALES** the total sales generated either on the E-Commerce market in a certain country or region, or the total sales generated through E-Commerce by a player on the market.
- **INTERNET USERS** the total number of inhabitants in a certain country that regularly accesses the Internet.
- **ONLINE SHOPPERS** the total number of inhabitants in a certain country or region that participates in B2C E-Commerce.
- **M-COMMERCE** M-Commerce, also called “Mobile Commerce”, means the sale of products (and services) through electronic transactions via mobile devices, such as mobile phones, tablets and smartphones.
- **LIVE COMMERCE** Live Commerce is a new type of E-Commerce that enables customers to shop online during live video events where they can interact with the sellers or promoters
- **OMNICHANNEL** an approach to retail that strives to provide the customer with the seamless shopping experience across all retail channels, such as in-store, online and mobile.
- **CROSS-BORDER E-COMMERCE** the sale of goods (and services) directly to consumers in other countries, with orders delivered from the country where the foreign shop is based or from a central logistics facility, i.e. across the country’s borders.
- **SOCIAL COMMERCE** the use of social media in E-Commerce transactions, where social networks and other social media platforms assist the selling and buying of products and services online.
- **E-COMMERCE MARKETPLACE** platforms where third-party merchants (B2C) or individuals (C2C) can sell their digital or physical products online whereas the marketplace operator acts as an intermediary.
- **GROSS MERCHANDISE VALUE** abbreviated as GMV, a total value of successfully completed transactions between buyers and sellers on a marketplace. Depending on the source, might include shipping costs.

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

TABLE OF CONTENTS (1 OF 2)

Sample Report

OBJECTIVE

RELIABLE

1. **Management Summary**
2. **Overview & International Comparisons**
 - Top 5 Countries Worldwide by Retail E-Commerce Sales, in USD billion, by China, Japan, South Korea, the UK, and the USA, 2020
 - Global Retail E-Commerce Shares of Top 2 E-Commerce Markets, in %, incl. China, 2021
 - Top 4 Countries Bought From in the Latest Cross-Border Online Purchase, by China, Germany, the UK and the USA, in % of Cross-Border Online Shoppers, 2020
 - Attitude of Representatives of B2B Companies Towards Effectiveness of Omnichannel Sales Model in Reaching Serving Existing Customers Compared to Pre-Pandemic, by Countries, in %, February 2021
 - Online & Mobile Payment Post COVID-19, August 2021
 - 50 Digital Challenger Banks in Select Countries, June 2021
 - Ecosystem of Profitable Digital Challenger Banks, incl. Number of Users, in millions, June 2021
3. **Trends**
 - Number of Mobile Internet Users, in millions, and Penetration, in % of Internet Users, 2017 – 2020
 - Mobile Shoppers, in millions, and Penetration, in % of Mobile Internet Users, 2017 - 2020
 - Devices Used for Shopping Online, in % Adult Online Shoppers Who Buy Daily or Weekly over the Internet, 2021e
 - Shopping-Related Activities Carried Out Online, in % of Internet Users, Q3 2020
 - Number of Users of Internet, Online Shopping, and Live Commerce, in hundred million, 2020
 - Number of Livestream Users, in millions, and Penetration, in % of Internet Users, 2018 - 2020
 - Live Commerce Sales, in USD billion, in % of Total Retail E-Commerce Sales, 2019 - 2023
 - Top 3 Countries Purchased From in the Latest Cross-Border Online Purchase, in % of Cross-Border Online Shoppers, 2021
 - Share of Online Bookings Made via a Mobile Device, in %, 2021e
 - Share of Healthcare Decision-Makers who Believe that Telemedicine is One of the Health Technologies with the Highest Investment, by Currently and in 3 Years, in %, February 2021
 - Top 4 Regions/Countries by Unit Shipments of Smart Devices Growth Rate, 2020 – 2025f
 - Mobile, Smartphone, LTE, 5G Subscriptions Number, in millions, Mobile Data, in EB/Month, and Data Traffic per Smartphone, in GB/month, 2019 & 2020 & 2025f
 - Number of The Installed IoT Connections, by Type of Market, in billions, 2030f
 - Number of IoT Connections, in billions, and Year-on-Year Change, in %, 2016 – 2023f
 - Number of SVOD Subscriptions, by Country, in thousands, 2019 & 2020e & 2025f
 - SVOD Revenue, in USD million, 2019 & 2020e & 2025f

TABLE OF CONTENTS (2 OF 2)



Sample Report

4. Sales & Shares

- B2C E-Commerce Sales Value, in USD trillion, and Year-on-Year Change, in %, 2019 - 2024f
- B2C E-Commerce Sales Value, in CNY trillion, and Year-on-Year Change, in %, 2015 - 2020
- B2C E-Commerce Sales Value, in CNY trillion, H1 2019, H1 2020 & H1 2021
- Retail E-Commerce Sales, in USD billion, and % of Total Retail Sales, 2020 – 2025f
- Retail E-Commerce Sales in Rural Areas, in CNY billion, 2019 - 2020
- Shares of B2C and B2B Cross-Border E-Commerce, in % of Total Cross-Border E-Commerce, 2016 -2025f
- B2B Cross-Border E-Commerce Export Goods Market Size, in CNY trillion, and Year-on-Year Change, in %, 2016 – 2025f
- Investment Priorities of B2B Organizations by 2023, in % of Commerce Leaders, August 2020

5. Internet Users & Online Shoppers

- Number of Internet Users, in millions, and Penetration, in % of Population, 2017 – 2020
- Breakdown of Total Population and Internet Users by Urban and Rural, in %, 2020
- Number of Online Shoppers, in millions, and Penetration, in % of Internet Users, 2017 - 2020
- Change in Frequency of Shopping Online, in % of Respondents Aged 20+, 2020

6. Products

- Breakdown of B2C E-Commerce Sales, by Product Category, in %, H1 2021
- Change in Online Shopping in the Previous 6 Months, by Product Category, in % of Adult Consumers, March 2021
- Fresh Food E-Commerce Sales, in CNY billion, and Year-on-Year Change, in %, 2018 – 2023f
- Change in Frequency of Shopping Food Online, in % of Respondents Aged 20+, 2020
- Digital Medication Services Preferred, in % of Consumers, January 2021

7. Payment

- Number of Online Payment Users, in millions, and Share, in % of Population, December 2016 - December 2018, March 2020 & December 2020
- Third-Party Online Payments Value, in CNY trillion, and Year-on-Year Change, in %, 2016 - 2025f
- Third-Party Mobile Payments Value, in CNY trillion, and Year-on-Year Change, in %, 2016 - 2025f
- Number of Mobile Payment Users, in millions, and Share, in % of Mobile Internet Users, December 2016 - December 2018, March 2020 & December 2020
- Number of Real-Time Payment Transactions, in billions, 2020 & 2025f
- Proximity Mobile Payment Users in Select Countries, in % of Smartphone Users, 2021e

TABLE OF CONTENTS (3 OF 3)



Sample Report

OBJECTIVE

RELIABLE

7. **Payment (cont.)**

- Overview of Consumers' and Travelers' Payment Patterns, April 2021
- Breakdown of B2B Payments, by On-Time, Late, and Written-Offs, in %, Q2 2021
- Breakdown of Payment Methods, in % of Transaction Volume, 2020 & 2025f

8. **Delivery**

- Number of Express Delivery Parcels, in billions, and Year-on-Year Change, in %, 2016 - 2020

9. **Players**

- Top 6 Companies by Share of Retail E-Commerce Sales, in %, 2021
- Top 6 Companies, by B2C E-Commerce Sales Value, in USD billion, and Y-o-Y Change, in %, 2019 - 2022f
- Overview of Select B2B E-Commerce Marketplaces and Classifieds, June 2021
- B2B E-Commerce Marketplace Profile, 2021
- Top 10 Online Marketplaces, incl. Type, Region/Country, Monthly Visits, in millions, April 2021
- Largest Online Marketplaces, By Number of Monthly Visitors, in millions, Q2 2021

TABLE OF CONTENTS



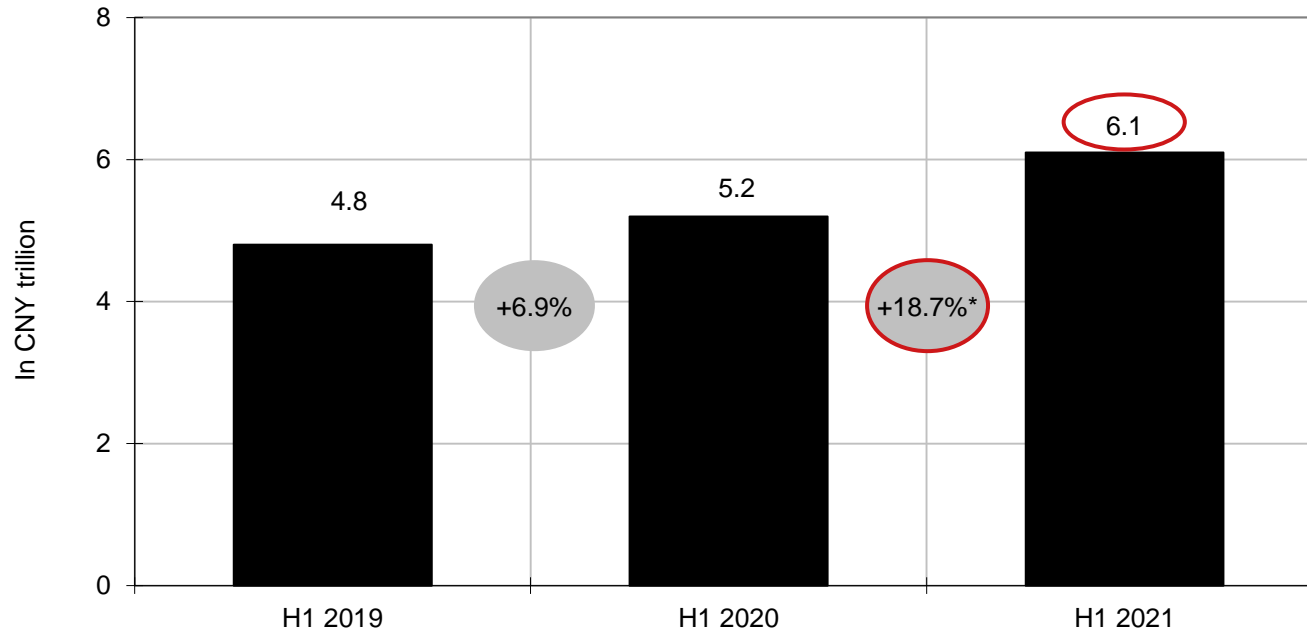
Sample Report

1.	Management Summary	10 – 13
2.	Overview & International Comparisons	14 – 21
3.	Trends	22 – 38
4.	Sales & Shares	39 – 47
5.	Internet Users & Online Shoppers	48 – 52
6.	Products	53 – 58
7.	Payment	59 – 68
8.	Delivery	69 – 70
9.	Players	71 – 77



The value of B2C E-Commerce sales increased by 18.7% from H1 2020 to CNY 6.1 trillion (EUR 0.8 trillion) in H1 2021.

China: B2C E-Commerce Sales Value, in CNY trillion, H1 2019, H1 2020 & H1 2021

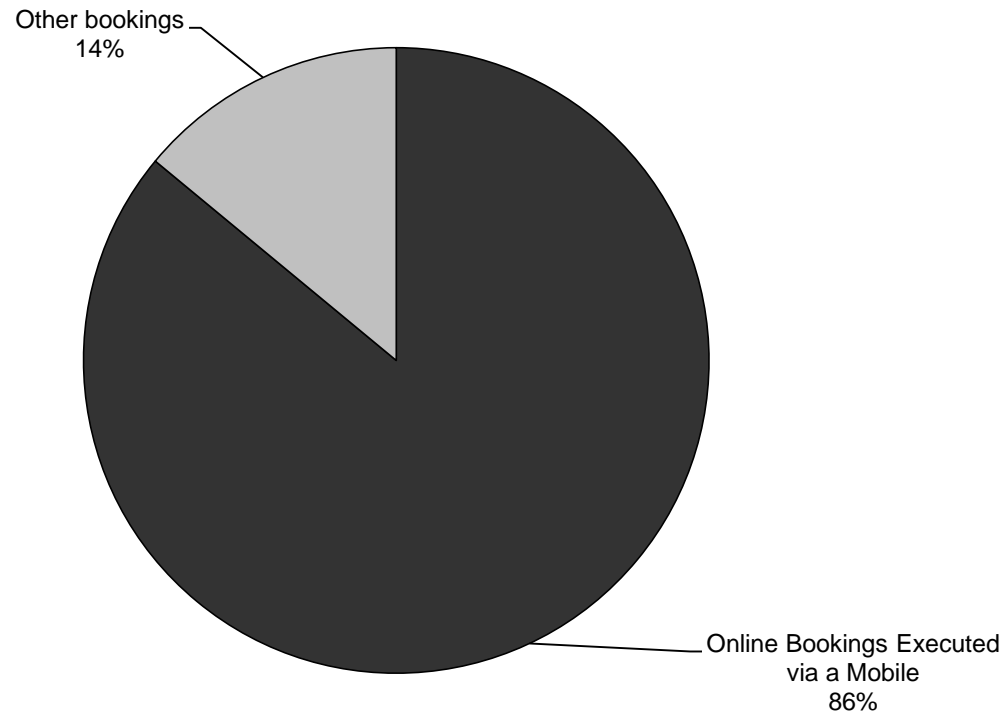


Note: the exchange rate used in the action title is the average rate for 6 months to June 2021: CNY 1 = EUR 0.128208; *the growth rate was provided by the source
Source: National Bureau of Statistics, Zhiyan Consulting cited by Chyx, August 2021



In 2021, online bookings performed via a mobile device were expected to account for 86%.

China: Share of Online Bookings Made via a Mobile Device, in %, 2021e





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