



Global E-Commerce Intelligence
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SAMPLE REPORT
CHINA B2C E-COMMERCE MARKET 2024
PUBLICATON DATE: FEBRUARY 2024

PREFACE

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RELIABLE

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- 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.
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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. Major trends and market development in China are covered. A broad definition of retail E-Commerce used by some original sources cited in this report might include both B2C and B2B E-Commerce.
- This report contains relevant international comparisons, information about market trends, B2C E-Commerce sales and shares, Internet users and shoppers, products, payment data and players. Not all types of information were included evenly, due to varying data availability.

Report Structure

- The report starts with a global comparison of the B2C E-Commerce market in China, followed by regional comparisons, including criteria relevant to B2C E-Commerce, such as B2C E-Commerce sales value, B2C E-Commerce players, as well as B2C E-Commerce market share ranking. The rest of the report is broken down by trends and key metrics of the B2C E-Commerce market in China.
- Trends and key metrics include an initial overview of the market, highlighting the overall B2C E-Commerce development in the country. Depending on data availability, overview charts also include information about the the number of users, sales value, livestreaming B2C E-Commerce data, social Commerce data, employment in B2C E-Commerce, product categories, as well as players, among other data. Not all the mentioned types of information are available in equal parts throughout the report.

DEFINITIONS



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

- **OEM PAY E-COMMERCE TRANSACTIONS**

OEM Pay E-Commerce Transactions are transactions made via the original equipment manufacturer app, such as Apple Pay, Google Pay, Samsung Pay, among others
- **REAL-TIME PAYMENTS**

Also known as instant payments, are electronic payment systems which are available 24/7/365 and thus result in immediate or close-to-immediate interbank clearing of transactions, crediting of the payees' accounts and confirming the payment to the payer after payment initiation.
- **BUY NOW, PAY LATER (BNPL)**

a service that allows shoppers to receive goods/services prior to making a payment by splitting the payment across a set time period or paying back the full amount later.
- **DIGITAL ECONOMY**

The digital economy is the economic activity that results from billions of everyday online connections among people, businesses, devices, data, and processes.
- **LIVESTREAMING RETAIL E-COMMERCE**

A strategy of promoting goods via online videos where the retailers demonstrate the products and answer the audience's questions in real-time.
- **CRYPTOCURRENCY**

A digital currency in which transactions are verified and records maintained by a decentralized system using cryptography, rather than by a centralized authority.
- **SOCIAL COMMERCE**

Social commerce is a subset of electronic commerce that involves social media and online media that supports social interaction, and user contributions to assist online buying and selling of products and services.
- **CROSS-BORDER PAYMENTS**

Cross-border payments are financial transactions where the payer and the recipient are based in separate countries. They cover both wholesale and retail payments, including remittances. Cross-border payments can be made in several different ways.

Note: *the definitions in the original sources may differ from those on the chart; exact definitions from each source, where available, are included on the respective charts

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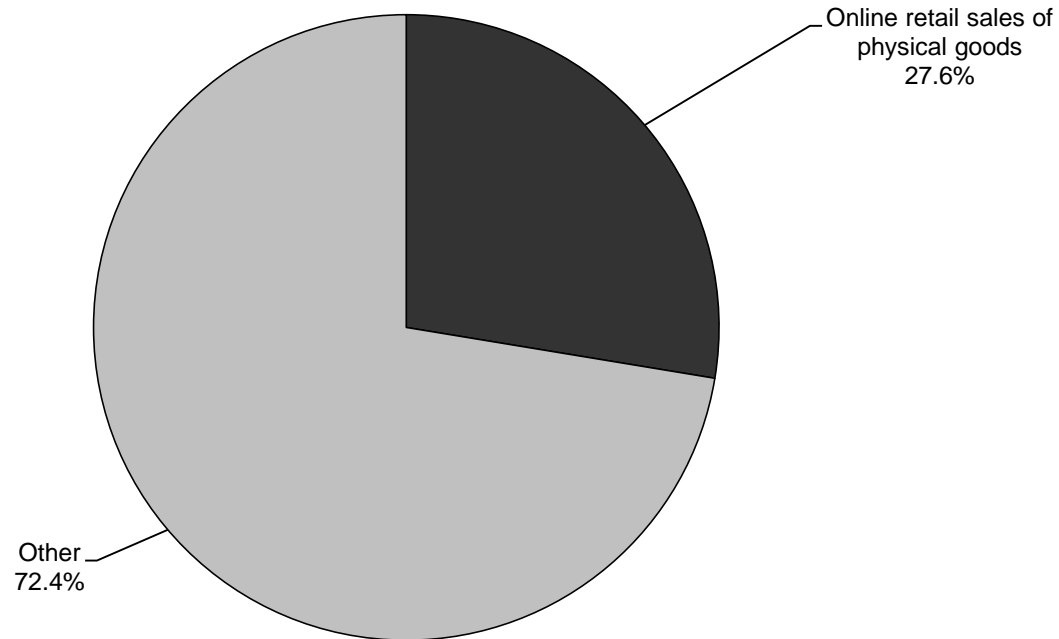
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The share of online retail sales making up total retail sales of physical goods in China reached 27.6% in 2023.

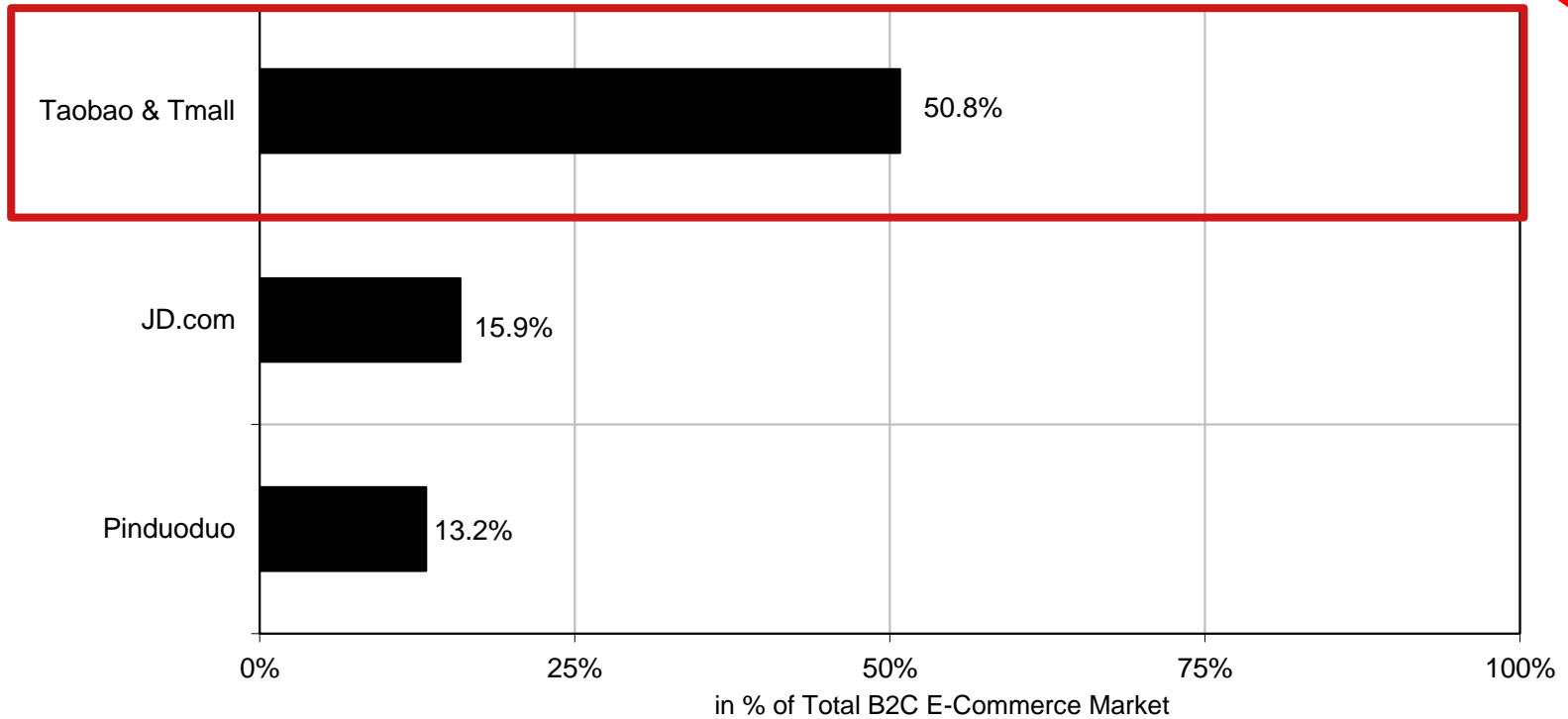
China: Share of Online Retail Sales of Physical Goods Making Up Total Retail Sales of Physical Goods in %, 2023





In China, the domestic B2C E-Com. platforms “Taobao & Tmall” held a market share of 50.8% of the total B2C E-Com. market, as of April 2023.

China: Top 3 Domestic B2C E-Commerce Platforms, in % of Total B2C E-Commerce Market



Note: does not add up to 100% due to the nature of the data
Source: International Trade Administration, April 2023



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