



Global E-Commerce Intelligence
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SAMPLE REPORT
SNAPSHOT OF CHINA B2B E-COMMERCE
MARKETPLACES PLAYER OVERVIEW 2024

PUBLICATON DATE: OCTOBER 2024

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.
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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 coverage of 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

- The report covers the key B2B E-Commerce marketplaces in China, highlighting platforms such as Alibaba.com, AliExpress, 1688.com, Tmall, JOYBUY, Global Sources, Made-in-China.com, DHGate, China.cn, and HKTDC. It outlines their roles in connecting global and domestic buyers with suppliers, supporting SMEs, and providing affordable products across multiple industries. Each platform's unique features, such as supplier verification, secure transactions, and advanced technologies, are discussed. The report also emphasizes the diverse strategies of these marketplaces, catering to both local and international markets, thus solidifying China's role in the global E-Commerce ecosystem.

Report Structure

- The report begins with the key takeaways which distills the analysis into actionable insights for strategic decision-making. Following this, a section on the management summary, offering a concise overview of the key findings and insights.
- The report is structured by presenting China's leading B2B E-Commerce marketplaces in a sequence based on their market prominence, global and domestic connectivity, and strategic focus. Alibaba.com, as the most prominent and globally recognized platform, is discussed first, followed by AliExpress and 1688.com, which target different segments—international and domestic, respectively. Platforms like Tmall and JOYBUY are then covered for their specific B2B and B2C roles. Other marketplaces, such as Global Sources, Made-in-China.com, DHGate, China.cn, and HKTDC, are included to highlight specialized offerings, supplier verification practices, and focus on cross-border transactions and SME support.

Sample Report

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

- **ARTIFICIAL INTELLIGENCE (AI)** AI is used in ecommerce marketing to help ecommerce businesses understand their customers and identify new purchasing behaviours and trends.
- **B2B E-COMMERCE** online transactions where businesses sell products or services to other businesses through digital platforms.
- **B2B E-COMMERCE SALES** the total sales generated either on the B2B E-Commerce market in a certain country or region, or the total sales generated through B2B E-Commerce by companies.
- **B2B E-COMMERCE MARKETPLACE** platform where third party businesses, suppliers and manufacturers can sell their products online whereas the marketplace operator acts as an intermediary The examples of B2B E-Commerce marketplaces include Aliexpress and Alibaba.com
- **B2B MARKETPLACE** an online platform that connects businesses for buying and selling products or services.
- **CROSS-BORDER COMMERCE** refers to the buying and selling of goods and services between businesses or consumers across different countries.
- **B2B BUYERS** companies purchasing goods, materials, supplies, or services, from other businesses In survey based data, B2B buyers refer to the surveyed company employees conducting purchasing for their company
- **B2B SELLERS** businesses selling products or services to other companies or organizations

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

Alibaba.com from China is the top B2B marketplace for global buyers and suppliers in APAC, leveraging advanced technology

China: Overview of Selected Top B2B E-Commerce Marketplace Alibaba, September 2024

Alibaba.com: A Global B2B E-Commerce Leader

- Alibaba.com, based in China and launched in 1999, is a leading B2B E-Commerce marketplace operated by Alibaba Group, connecting millions of buyers and suppliers worldwide. Since its inception, Alibaba has become a comprehensive platform for businesses to source products, find suppliers, and conduct trade efficiently and effectively. The platform, accessible at www.Alibaba.com, offers a wide range of products across numerous categories, allowing businesses to source goods at competitive prices.

Strong Financial Performance and Technological Advancements

- In 2023, Alibaba generated USD 129 billion in revenue, with projections for continued growth. The platform leverages advanced technologies such as artificial intelligence, big data, and cloud computing to enhance the user experience, streamline transactions, and provide comprehensive analytics.

Comprehensive Features for Secure and Efficient Trade

- Key features of Alibaba.com include Trade Assurance, which offers payment protection, quality assurance, and on-time shipment guarantees. These features ensure secure and reliable transactions for both buyers and suppliers. In addition, Alibaba supports various payment methods, including credit cards, bank transfers, and secure payment options, along with logistics support for international freight forwarding, customs clearance, and shipment tracking. This extensive support network enables businesses to manage their procurement processes smoothly from order placement to delivery.



AliExpress (by Alibaba), connects global consumers and manufacturers from APAC, offering value-focused products

China: Overview of Selected Top B2B E-Commerce Marketplace AliExpress, September 2024

Global Marketplace for Consumers and SMEs

- AliExpress, launched in 2010 by Alibaba Group, is a major global retail and B2B marketplace that allows consumers and businesses to buy directly from manufacturers and distributors in China and other countries. Based in China, the platform serves both retail consumers and small to medium-sized enterprises (SMEs) looking to purchase products in bulk. AliExpress is available in multiple languages, including English, Portuguese, Spanish, and French, making it accessible to a global audience. The platform can be accessed at www.aliexpress.com.

Enhancing User Experience with "Choice" Service

- AliExpress features a wide range of products, including electronics, apparel, home goods, and more, with a focus on providing value-for-money options. In March 2023, the platform launched a service called "Choice," which offers consumers benefits like free shipping, free returns, and delivery guarantees in select markets. This service aims to improve the user experience and boost customer loyalty by focusing on product quality, logistics, and after-sales service. "Choice" also works directly with suppliers, allowing for better quality control and faster delivery times by leveraging Alibaba's logistics company, Cainiao, to ensure efficient cross-border shipping and warehousing solutions.

Supporting SMEs and Expanding Market Presence

- AliExpress has gained popularity in markets such as the United States, Brazil, France, and Spain, with its competitive pricing and comprehensive range of products. The platform is also committed to supporting SMEs by simplifying the process of listing products and providing a global logistics solution, which helps them expand their market reach effectively. This approach has contributed significantly to the platform's success and the rapid growth of its order volume, especially in key markets like South Korea and Spain.

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