



PEOPLE'S REPUBLIC OF CHINA

2015 eCommerce Summary

One Sentence Overview

Over 40% of the total worldwide eCommerce spend came from China in 2015.

Mobile Usage

Online shopping via mobile devices is booming in China, with **\$333 billion** in sales in 2015, an 85% increase from 2014.

Omni-channel Presence

Though China has an omni-channel presence, it is still fragmented and evolving.

Major Shopping Days

"Singles Day" is on the 11th of November, a massive digital shopping day celebrating singles in China and the largest online shopping day in the world (**\$14.3 billion** spent in 2015).

Global eCommerce Rank: #1

2015 eCommerce Revenue: \$672 billion (↑42%)

Population Density

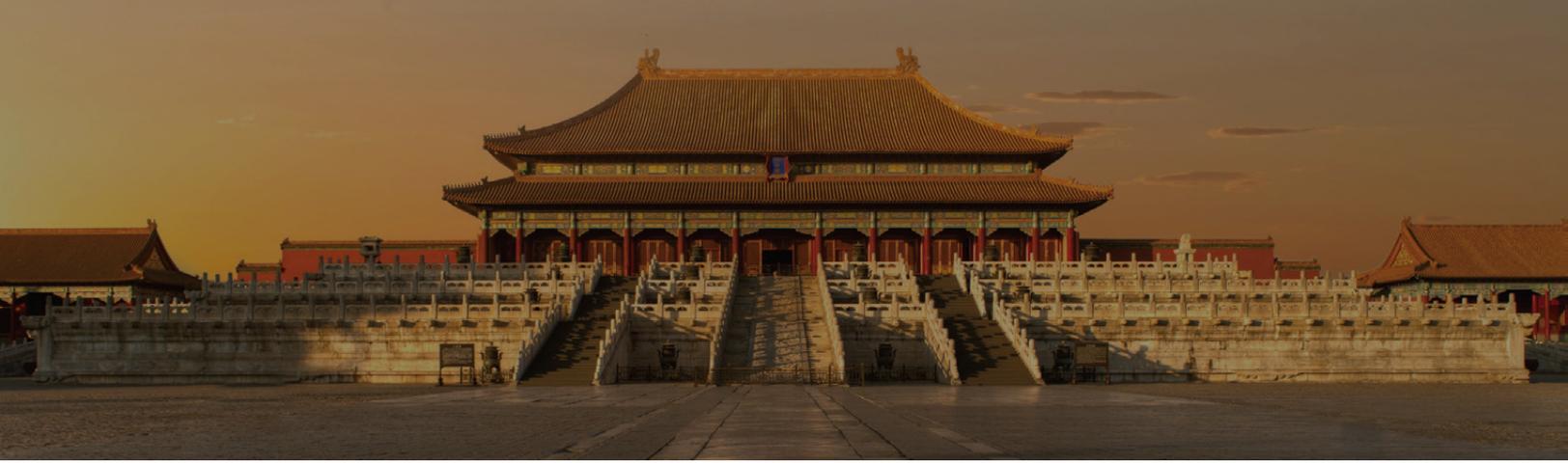


Demographics

- **Population:** 1.379 billion
- **Urban population:** 56%
- **GDP:** \$11.3 trillion (#2)
- **Average household income:** \$11,000 (72,321 yuan)
- **Average age:** 37.3 years
- **Languages:** Mandarin Chinese (99%)

Why Are Retailers Here?

China has one of the largest economies in the world as well as a quickly developing infrastructure for eCommerce and because of this some retailers have been quick to join the market. The Chinese middle class has also been growing in recent years, as well as their penchant for luxury and Western goods.



eCommerce Outlook

Industry Projections

eCommerce sales in China are projected to reach **\$1.6 trillion** by 2018, accounting for approximately 29% of retail sales within the country.

The number of digital buyers reached 468 million in 2015 and continues to increase, with the total number of digital buyers projected to surpass 556 million by 2018.

Major Holiday

The Lunar New Year (part of the Spring Festival) in 2016 was also a large shopping holiday, with over two billion products ordered off the sites of Chinese eCommerce giant Alibaba within a five day period.

Global Impact

Cross-border

Approximately 58% of Chinese cross-border shoppers favor buying U.S. products more than any other nation, largely due to product authenticity and availability.

China is also a major cross-border destination for other countries, with Brazil (63%) and the U.S. (52%) being the most popular countries for digital shoppers purchasing Chinese goods.

Payment Methods

Online wallets (31%) are the top payment method of choice for Chinese shoppers, followed by debit cards (26%). Credit cards in general are not overly common in China.

Notable eCommerce Characteristic

Giant, Diverse Economy – China easily surpasses every other nation with the strength and size of its digital economy. Though the country is extremely populous, a substantial majority of the population resides on the eastern side of the country, leaving the western part substantially more rural. This creates an interesting economic split between east and west, and will be fascinating to see how eCommerce develops into the rest of the country over the next decade.

Sources: Alibaba, eMarketer, Forbes, Trading Economics, Worldometers