

Haitao Shopping - China - February 2016

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“Cross-border online retail is already a significant part of the total online retail market. As more consumers go online and, travel overseas more will become interested in buying foreign products online. This is being helped by government policies promoting online sales, uptake of m-commerce and spread of online payment systems.”
– Matthew Crabbe, Director of Research, Asia-Pacific

This report looks at the following areas:

- Is Haitao just a flash-in-the-pan?
- Chinese tourists are potential domestic customers
- Going mobile to stick with Chinese shoppers
- The ‘Three Fs’ and the ‘Three Rs’

This report explains how cross-border online retail has become a significant segment within total online retail, as well as how this is creating new opportunities for sectors that have yet to make significant growth in online retailing, and particularly for more specialist niche products and brands. The report also explores how consumers have, or have not, embraced cross-border online retail, what their attitudes to buying foreign goods are, as well as what the key influences are on how and why they shop for foreign products online. This report also explains what the key market drivers are, and how companies are adapting their strategies in order to take best advantage of the rapidly changing market dynamics.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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