Online to Offline Retailing - China - July 2016

Report Price: £2463.80 | $3990.00 | €3129.79

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"The online retail market is slowing, becoming more competitive and has to become more integrated with offline retailing. Retailing has to include a combination of both, requiring redefining what the role of physical stores should be and using more mobile technology."
– Matthew Crabbe – Director of Research, Asia Pacific

This report looks at the following areas:

- Is 'peak internet' around the corner?
- It's all just retail!
- Tailoring the shopping journey to individual tastes

Online-to-offline (O2O) retailing (also known as Internet+, or omni-channel retailing) can be defined most simply as the integration of online retailing to traditional bricks-and-mortar retailing.

However, it covers a wide range of commercial and consumer activities, and aims to focus those online and offline activities into coordinated strategies as an integrated, multi-channel business plan designed to utilise online assets to re-establish in-store value, with a view to increasing overall retail revenue (both online and offline). This multi-channel approach is more two-way, from online-to-offline, and from offline-to-online.

It can also be seen as a business strategy that simply draws potential customers from online channels into physical stores, by identifying customers in the online space, via email, social media, online gaming, online retail channels and internet advertising, using a variety of marketing tools (both online and offline) to guide customers from those online spaces into the physical retail spaces. This approach is more one-way, from online-to-offline only.

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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