

## Haitao Shopping - China - February 2017

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“Despite rapid growth, the Haitao market is expected to peak soon within China’s overall online retail market. More foreign brands are establishing local online presence, while Haitao is more important for market newcomers to make a name for themselves.”

– **Matthew Crabbe, Director of Research, Asia-Pacific**

This report looks at the following areas:

- **Citizens of the Global Village**
- **Shoppertainment**
- **Making it easier for Chinese shoppers**

China’s Haitao market has grown very rapidly, and still has a lot of room for growth in the future. However, its share of total online retail in China is reaching a peak, because more foreign brands are already now established within the China market, selling either through domestic physical stores, or domestic online shopping websites.

This situation means that foreign brands must now work harder to differentiate within the market to grab consumer interest and offer a more memorable, exciting experience. Innovations in marketing are already being seen in use of online media and gaming within China. As more Chinese people travel abroad, engaging with them in source countries is also becoming both more possible and important.

Customer service and greater convenience are also becoming more important to increasingly discerning Chinese consumers. This is an area where foreign brands and retailers have to catch up with their domestic competitors.

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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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## Table of Contents

### Overview

- What you need to know
- Covered in this report
- Definitions
- Excluded

### Executive Summary

#### The market

Figure 1: Best- and worst-case forecast value of combined cross-border B2B and B2C e-commerce, China 2011-21

#### Companies and brands

Figure 2: Value market share of B2C online retail among all B2C shopping websites, 2016

#### The consumer

##### Imported products shopping location

Figure 3: Channels of buying imported products in the past 6 months, November 2016

##### Countries products bought from

Figure 4: Countries consumers have bought imported products from, November 2016

##### Factors influencing haitao shopping

Figure 5: Factors important to consumers when buying imported products online, November 2016

##### Overseas versus domestic websites

Figure 6: Consumer perceptions of online shopping website performance when buying imported products, November 2016

##### Consumer experience

Figure 7: Key levels of trust, interest and service in consumer experience when buying imported products online, November 2016

##### Consumer attitudes

Figure 8: Consumer attitudes to shopping for imported products online, November 2016

##### Key consumer groups

Figure 9: Key consumer group attitudes to shopping for imported products online, November 2016

#### What we think

### Issues and Insights

#### Citizens of the Global Village

##### The facts

##### The implications

#### Shoppertainment

##### The facts

##### The implications

#### Making it easier for Chinese shoppers

##### The facts

##### The implications

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## The Market – What You Need to Know

- Cross-border e-commerce set to double
- Is Haitao reaching peak penetration?
- New sector, mobile and travel opportunities

## Market Size and Forecast

### Introduction

Figure 10: Best- and worst-case forecast value of combined cross-border B2B and B2C e-commerce, China, 2011-21

## Market Segmentation

### B2B cross-border e-commerce peaked already

Figure 11: Best- and worst-case forecast value of cross-border B2B e-commerce, China 2011-21

Figure 12: China – Cross-border and domestic B2B e-commerce, 2011-21

### B2C cross-border e-commerce to peak soon

Figure 13: China – Cross-border B2C e-commerce, 2011-21

Figure 14: China – Cross-border and domestic B2C e-commerce, 2011-21

## Market Drivers

### Reaching peak Haitao?

Figure 15: China – Total and B2C cross-border online retail compared with total retail sales, 2012-17

### Key growth online sectors

Figure 16: China – Total online retail sales value by key sectors, 2012-17

### “Hot” new Haitao products

#### Smartphone penetration

Figure 17: China – Mobile online users and revenues within total online retail, 2012-20

#### Online payment systems

#### Overseas travel and duty-free shopping

Figure 18: China – Outbound tourism % of total person times by country travelled to, first three quarters 2016

#### Regulation

## Key Players – What You Need to Know

- Tmall still dominates the Haitao market
- Foreign websites becoming more local
- More mobile, more entertaining and more premium

## Market Share

### China’s leading B2C online shopping portals

Figure 19: Value market share of B2C online retail among all B2C shopping websites, 2015/16

## Competitive Strategies

- Foreign retailers joining domestic portals
- Live streaming
- Building on online events

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## Who's Innovating?

- Gamifying retail
- Online Shopping – the mini series
- Going “prime”

## The Consumer – What You Need to Know

- Domestic outshines overseas retailers
- Different countries renowned for different products
- Quality and convenience are key choice factors
- Foreign websites lag domestic ones on service
- Building quality image through WOM recommendation
- Over half of consumers are Haitao or overseas travel advocates

## Channels of Shopping Imported Products

- Domestic sales still trump Haitao  
Figure 20: Channels of buying imported products in the past 6 months, November 2016
- Evidence that “peak Haitao” is coming  
Figure 21: Channels of buying imported products in the past 6 months, November 2015 & November 2016
- Older men more Haitao-prone  
Figure 22: Changes in channels of buying imported products in the past 6 months, by marital status, November 2015 & November 2016  
Figure 23: Changes in channels of buying imported products in the past 6 months, by gender and age group, November 2015 & November 2016

## Countries Products Bought From

- Adjacent territories dominate Haitao  
Figure 24: Countries consumers have bought imported products from, November 2016
- French products and food see strongest growth  
Figure 25: Average across countries and imported products consumers have bought, November 2015 & November 2016
- Food  
Figure 26: Countries consumers have bought imported food products from, November 2016
- Alcoholic drinks  
Figure 27: Countries consumers have bought imported alcoholic drinks products from, November 2016
- Clothing and footwear  
Figure 28: Countries consumers have bought imported clothing and footwear products from, November 2016
- Beauty and personal care products  
Figure 29: Countries consumers have bought imported beauty and personal care products from, November 2016
- Personal electronics  
Figure 30: Countries consumers have bought imported personal electronics products from, November 2016
- Household electronic appliances  
Figure 31: Countries consumers have bought imported household electronic appliances from, November 2016
- Baby food and products  
Figure 32: Countries consumers have bought imported baby food and products from, November 2016

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## Factors Influencing Haitao Shopping

### Quality, ease of payment and information key influencers

Figure 33: Factors important to consumers when buying imported products online, November 2016

### Importance of factors by channel

Figure 34: Factors important to consumers when buying imported products online, by location imported products bought by consumers in the past 6 months, November 2016

### Importance of factors by demographic

Figure 35: Factors important to consumers when buying imported products online, by gender and age group, November 2016

## Overseas Versus Domestic Websites

### Overseas = quality of products; domestic = delivery of service

Figure 36: Consumer perceptions of online shopping website performance when buying imported products, November 2016

### How foreign/domestic site performance has changed since 2015

Figure 37: Consumer perceptions of overseas online shopping websites performing better when buying imported products, November 2015 & November 2016

Figure 38: Consumer perceptions of domestic online shopping websites performing better when buying imported products, November 2015 & November 2016

### Perceived performance by gender and age

## Consumer Experience

### Building trust, offering convenience

Figure 39: Levels of trust in consumer experience when buying imported products online, November 2016

Figure 40: Levels of interest in consumer experience when buying imported products online, November 2016

Figure 41: Levels of service in consumer experience when buying imported products online, November 2016

### Consumer experience differences by gender and age group

#### The Mintropolitan consumer experience

Figure 42: Consumer experience when buying imported products online, by consumer classification, November 2016

## Attitudes towards Haitao

### Focus on country specialities

Figure 43: Consumer attitudes to shopping for imported products online, November 2016

### Consumer attitude differences by age group

Figure 44: Consumer attitudes to shopping for imported products online, by age group, November 2016

### Mintropolitan consumer attitudes

Figure 45: Consumer attitudes to shopping for imported products online, by consumer classification, November 2016

## Key Consumer Groups

### The key consumer groups

#### The Overseas Travel Advocates

Who they are

What they like

How to market to them

#### The Haitao Detractors

Who they are

What they like

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How to market to them

The Localisers

Who they are

What they like

How to market to them

The Haitao Advocates

Who they are

What they like

How to market to them

## Appendix – Market Size and Forecast

Figure 46: China – Combined cross-border B2B and B2C e-commerce, 2011-21

## Appendix – Market Segmentation

Figure 47: China – Cross-border e-commerce by B2B and B2C sector, 2011-21

## Appendix – Methodology and Abbreviations

Consumer research methodology

Fan chart forecast

Abbreviations

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