

## New Retail - China - August 2017

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“Not content with revolutionising China’s retail market by growing online retail, and Alibaba’s dominant share, Jack Ma is now implementing the merger of online and offline retail into ‘New Retail’. But this ‘New Retail’ is not simply the sum of two parts.”

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

This report looks at the following areas:

- **There’s no escaping the new reality**
- **Reaching an inflection point**
- **What will “Next Retail” look like?**

This Report documents the rapid growth in the online market and its penetration across product categories, the uptake and choice preferences of consumers when considering both online and offline shopping. It also details the fundamental changes happening to retail formats, technology adoption and adaptation, the growing collaboration and competition between leading online and offline retailers.

This Report also discusses how online retail has reached a critical mass in penetration in the population and in share of total retail. It also details how online’s share of pocket is about to run out of room for growth, and the significant impact this will mean in raising the level of competition, and forcing further, fundamental change on the retail market in China.

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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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