

Festival Shopping - China - January 2018

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“Festivals are reshaping consumers’ spending patterns, especially online shopping festivals. Greater spending power and choice are driving individualisation among consumers and the need for innovation by retailers and brands.”

– **Matthew Crabbe, Regional Trends Director, APAC**

This report looks at the following areas:

- **Combating cynicism about online shopping festivals**
- **The festive gifting imperative**
- **Focusing on festival entertainment**

Demand for better quality experiences is also driving the convergence of festival shopping with festive entertainment into so-called “retailtainment”. Travel spending is also internationalising China’s festival shopping influence. While this creates new opportunities for retailers and brands, it also creates challenges. Retailers must strike the balance between tradition and change, gifting and self-indulgence, as well as shopping and entertainment, cynicism and excitement.

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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

Executive Summary

The market
Figure 1: China – Monthly total retail sales of consumer goods, September 2014-November 2017

Companies and brands
Figure 2: China – Leading online retail platforms' share of Single's Day total GMV, 2016/17

The consumer
Key shopping festivals
Figure 3: Key shopping festivals for consumers to shop for themselves/others, October 2017

Festival spending factors
Figure 4: Factors encouraging consumers to buy during festivals, October 2017

Sector spending emphasis
Figure 5: Consumer spending focus during festivals by sector, October 2017

Festival spending intention
Figure 6: Consumer spending intention during online shopping festivals by sector, October 2017

Resistance to online shopping festivals
Figure 7: Reasons for consumer spending resistance during online shopping festivals, October 2017

Attitudes to online shopping festivals
Figure 8: Consumer attitudes to online shopping festivals, October 2017

What we think

Issues and Insights

Combating cynicism about online shopping festivals

The facts
The implications

The festive gifting imperative

The facts
The implications

Focusing on festival entertainment

The facts
The implications

The Market – What You Need to Know

The seasonality of shopping
Cash, confidence and curiosity

Market Size and Forecast

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China's festivals at-a-glance

Traditional Chinese festivals

National holidays

Commonly celebrated Western festivals

Online shopping festivals

China's seasonal retail cycle

Figure 9: China – Monthly total retail sales of consumer goods, September 2014-November 2017

Figure 10: China – Forecast monthly total retail sales of consumer goods, January 2018-November 2020

Online's seasonal peaks

Figure 11: China – Monthly total online retail sales % of total consumer retail sales, September 2014-November 2017

Figure 12: China – Forecast monthly total online retail sales % of total consumer retail sales, January 2018-November 2020

2017 Single's Day uptick

Figure 13: China – Single's Day GMV by leading online retail platforms, 2014-17

Figure 14: China – Single's Day GMV % of total monthly retail sales of consumer goods and total online retail sales, 2014-17

Big national holidays' rising importance

Figure 15: China – Chinese New Year & National Day total period retail sales and share of total relevant monthly retail sales of consumer goods, 2013-17

Market Drivers

The healthy consumer economy

Figure 16: Best- and worst-case forecast total consumer expenditure, 2011-21

The creative disruption of online retail

Figure 17: Best- and worst-case forecast of total consumer online retail (B2C and C2C), China, 2012-22

Figure 18: Best- and worst-case forecast of B2C consumer online retail, China, 2012-22

Introducing 'retailtainment'

Figure 19: Consumer expenditure growth rates, by sectors, 2012-16 & 2017-21

The significant growth of travel spending

Figure 20: Best- and worst-case forecast for holiday expenditure, at current prices, 2010-20

Key Players – What You Need to Know

Celebrating by spending

Packaging fun

Making occasions special

Market Share

The great online-offline merger

Figure 21: China – Leading online and chain store retailers' retail revenues, 2015 and 2016

The Single's Day phenomenon

Figure 22: China – Leading online retail platforms' share of Single's Day total GMV, 2016/17

Figure 23: China – Leading online retail platforms' Single's Day total & share of GMV, 2013-17

Competitive Strategies

Riding the golden rooster

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Seeking deeper cultural engagement
Marketing to the holiday experience

Who's Innovating?

Bringing families/friends together virtually
Spread the love
Pop-up parties
Individualised experiences
Making it special

The Consumer – What You Need to Know

Spirit of the season
The power of tradition
Food first; fun after
More of everything!
Need versus speed
The cynical and the excited

Key Shopping Festivals

Winter wonderland

Figure 25: Key shopping festivals for consumers to shop for themselves/others, October 2017

Festival emphasis by age and gender

Figure 26: Key shopping festivals for consumers to shop for themselves, by gender and age group, October 2017

Figure 27: Key shopping festivals for consumers to shop for gifting, by gender and age group, October 2017

Festival factors

Figure 28: Key shopping festivals for consumers to shop for themselves/others, factors encouraging consumers to buy during festivals, October 2017

Traditional/national festival sectors

Figure 29: Key traditional Chinese/National festivals for consumers to shop for others, consumer spending focus during festivals by sector, October 2017

Online shopping festival sectors

Figure 30: Key online shopping festivals for consumers to shop for themselves/others, consumer spending focus during festivals by sector, October 2017

Festival Spending Factors

Tradition and gifting still important

Figure 31: Factors encouraging consumers to buy during festivals, October 2017

Older male traditionalists; younger female experientialists

Figure 32: Factors encouraging consumers to buy during festivals, by gender and age group, October 2017

Some cities more traditional than others

Figure 33: Factor "catering for the festival tradition" encouraging consumers to buy during festivals, by city, October 2017

Fans, realists and resisters

Figure 34: Factors encouraging consumers to buy during festivals, by key consumer group, October 2017

Sector Spending Emphasis

Different shopping for different festivals

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Report Price: £3302.97 | \$4460.00 | €3717.16

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Figure 35: Consumer spending focus during festivals by sector, October 2017

Factors affecting traditional festival shopping sectors

Figure 36: Factors encouraging consumers to buy during festivals, by consumer spending focus during traditional Chinese festivals by sector, October 2017

Packaging as a cue during traditional festivals

Factors affecting online festival shopping sectors

Figure 37: Factors encouraging consumers to buy during festivals, by consumer spending focus during online shopping festivals by sector, October 2017

Online Festival Spending Intention

Fashion, food and fun

Figure 38: Consumer spending intention during online shopping festivals by sector, October 2017

Young consumers driving new spend

Figure 39: Consumer spending intention to spend more during online shopping festivals by sector, by gender and age group, October 2017

Older consumers remain stolid

Figure 40: Consumer spending intention to spend about the same during online shopping festivals by sector, by gender and age group, October 2017

Metropolitans and high-income families' stronger intent

Figure 41: Consumer spending intention to spend more during online shopping festivals by sector, by consumer classification, October 2017

Resistance to Online Shopping Festivals

Making everyday shopping fun

Figure 42: Reasons for consumer spending resistance during online shopping festivals, October 2017

I want it now!

Figure 43: Reasons for consumer spending resistance during online shopping festivals, by key shopping festivals for consumers to shop for themselves, October 2017

Create a special event

Figure 44: Reasons for consumer spending resistance during online shopping festivals, by factors encouraging consumers to buy during festivals, October 2017

Consumer Attitudes to Online Shopping Festivals

Excited, yet cynical

Figure 45: Consumer attitudes to online shopping festivals, October 2017

Enthusiastic women

Figure 46: Consumer attitudes to online shopping festivals, by gender and age group, October 2017

Defining the key consumer groups

Figure 47: Key consumer groups, October 2017

Shopping Festival Realists

Who they are

What they like

How to market to them

Shopping Festival Fans

Who they are

What they like

How to market to them

Shopping Festival Resisters

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Who they are

What they like

How to market to them

Figure 48: Consumer attitudes to online shopping festivals, by key consumer groups, October 2017

Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

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