

New Retail - China - August 2018

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“New Retail is fast becoming the driving force behind the development of China’s consumer market, drawing together all aspects of people’s consuming lifestyles, and fundamentally changing the relationship between retailers, brands and consumers.”

– **Matthew Crabbe, Regional Trends Director, Asia-Pacific**

This report looks at the following areas:

Shopping is fast integrating with all areas of consumer activity, and with most consumer service aspects, combining through the catalyst of mobile e-commerce and China’s lack of retail legacy. A paradigm shift is now appearing in the competitive landscape as online and offline retail mergers, acquisitions and partnerships also extend into the consumer services realm. Companies are now seeking not just share of pocket, but a share of individual people’s daily lives. China’s consumers are proving willing to adapt to and adopt new technologies and innovations into their daily lives; seeking more choices suited to their own tastes and needs; demanding more conveniences suited to their lifestyles; expecting faster, friendlier service as individuals; and enjoying a more sociable and entertaining shopping experience. In all of this, China is offering arguably the most advanced consumer experience in the world.

- **From new to “next” retail**
- **Faster, friendlier and more fun**
- **The individual life**

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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

Executive Summary

The market

Figure 1: China – Total combined B2C + C2C+ online takeaway foodservice (OTS) (New Retail) market value, 2013-23

Companies and brands

Figure 2: China – Leading online retail platform company market share of combined B2C + C2C+ online takeaway foodservice (OTS) New Retail market, 2016 and 2017

The consumer

Online Shoppers

Figure 3: Online purchasing among consumers in the last 6 months, by consumer classification, May 2017 and May 2018

Key consumer groups

Figure 4: Consumer attitudes towards retail service, by key consumer groups, May 2018

Shopping channels used

Figure 5: Shopping channels used by consumers in the last 6 months, by product type, May 2018

Category channel preference

Figure 6: Shopping channel preference of consumers in the last 6 months, by product type, May 2018

Retail services

Figure 7: Services used by consumers when shopping online, May 2018

Retailtainment

Figure 8: Consumers' retailtainment preferences, May 2018

Retail technology

Figure 9: Consumer openness to New Retail technologies, May 2018

Attitudes towards Retail Service

Figure 10: Consumer attitudes towards retail service, May 2018

What we think

Issues and Insights

From new to "next" retail

The facts

The implications

Faster, friendlier and more fun

The facts

The implications

The individual life

The facts

The implications

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The Market – What You Need to Know

- Nearing a quarter of consumer spending
- Still room for growth
- New Retail influencing all sectors

Market Size and Forecast

Introduction

B2C + C2C+ OTS (New Retail)

Figure 11: China – Total combined B2C + C2C+ online takeaway foodservice (OTS) (New Retail) market value, 2013-23

New Retail within total retail

Figure 12: China – Total New Retail, by sector, and % total retail sales/total consumer commodities, 2013-18

Market Drivers

The online majority

Figure 13: China – Internet users, online purchasers, purchase events & takeaway service users, 2015-18

A fifth of consumer spending

Figure 14: China – Total, B2C & mobile B2C e-commerce share of total retail sales and consumer spending, 2015-18

E-commerce sectors

Figure 15: China – E-commerce value sales (GMV), by sector, 2014-18

E-commerce share

Figure 16: China – E-commerce share of total retail sales, by sector, 2014-18

Online takeaway service GMV

Figure 17: China – Total online takeaway service GMV, 2015-18

Rural New Retail

Figure 18: China – Per capita online retail spending and per capita total retail spending compared, 2015-19

Figure 19: China – Rural online population and spending, 2014-17

Moving the supply side to urban areas

The mobile payment journey

5G Next Retail

Market Segmentation

C2C still significant

Figure 20: China – Total consumer-to-consumer (C2C) e-commerce market value, 2013-23

B2C takes over

Figure 21: China – C2C & B2C e-commerce value and share of total, 2014-18

Figure 22: China – Total business-to-consumer (B2C) e-commerce market value, 2013-23

Takeaway services

Figure 23: China – Total online takeaway services (OTS) market value, 2013-23

Cross-border (haitao) e-commerce

Figure 24: China – Cross-border (haitao) e-commerce value and share of B2C e-commerce, 2014-18

Key Players – What You Need to Know

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Chasing shares in an ever-expanding market
 Portals lack consistent performance across sectors
 Automation, service and entertainment
 Diversifying innovation

Market Share

Leading online C2C+B2C retail platforms

Figure 25: China – Leading online retail platform company market share of combined B2C + C2C online retail market, 2016 and 2017

Leading online B2C-only retail platforms

Figure 26: China – Leading online retail platform company market share of B2C online retail market, 2016 and 2017

Online retail/foodservice tie-ups

Figure 27: China – Leading online foodservice delivery company market share of B2C online foodservice market, 2016 and 2017

Share of total B2C + C2C+ OTS

Figure 28: China – Leading online retail platform company market share of combined B2C + C2C+ online takeaway foodservice (OTS) retail market, 2016 and 2017

Early Data Sector Shares

Online leading platforms' share of dairy

Figure 29: China – Leading platform shares of total online dairy value sales per month (%), May 2017-May 2018

Figure 30: China – Leading platform % pt. difference in shares of total online dairy value sales, May 2017-May 2018

Figure 31: China – Leading platform sales growth of total online dairy value, May 2017-May 2018

Online leading platforms' share of body care

Figure 32: China – Leading platform shares of total online body care value sales per month (%), May 2017-May 2018

Figure 33: China – Leading platform % pt. difference in shares of total online body care value sales, May 2017-May 2018

Figure 34: China – Leading platform value growth of total online body care sales, May 2017-May 2018

Online leading platforms' share of skincare

Figure 35: China – Leading platform shares of total online skincare value sales per month (%), May 2017-May 2018

Figure 36: China – Leading platform % pt. difference in shares of total online skincare value sales, May 2017-May 2018

Figure 37: China – Leading platform % value growth of total online skincare sales, May 2017-May 2018

Online leading platforms' share of haircare

Figure 38: China – Leading platform shares of total online haircare value sales per month (%), May 2017-May 2018

Figure 39: China – Leading platform % pt. difference in shares of total online haircare value sales, May 2017-May 2018

Figure 40: China – Leading platform value growth of total online haircare sales, May 2017-May 2018

Online leading platforms' share of colour cosmetics

Figure 41: China – Leading platform shares of total online colour cosmetics value sales per month (%), May 2017-May 2018

Figure 42: China – Leading platform % pt. difference in shares of total online colour cosmetics value sales, May 2017-May 2018

Figure 43: Leading platform value growth of total online colour cosmetics sales, May 2017-May 2018

Competitive Strategies

Online/offline tie-ups and acquisitions

Figure 44: China – Leading online platforms and physical store retailers' share of total retail sales, 2015-17

Automated efficiency

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- Machine-speed delivery strategies
- Serving the under-served
- Enhanced customer service
- Online shopping festivals
- Cleaning out the fakes

Who's Innovating?

- Pop-up culture
- Online/offline enabling across the sectors
- Retail and other consumer services
- The online own-brand
- Drone delivery
- Vending machines

The Consumer – What You Need to Know

- The online majority
- The key consumer groups
- Bricks-and-mortar revival
- Online still a preference for non-food
- Retail merging with services
- Making shopping an experience
- Tech-adaptive consumers
- Quality service with convenience

Online Shoppers

Majority online, but things may change!

Figure 45: Online purchasing among consumers in the last 6 months, by consumer classification, May 2017 and May 2018

Figure 46: Online purchasing among consumers in the last 6 months, by key demographics, May 2018

Key Consumer Groups

The key consumer groups

Figure 47: Consumer attitudes towards retail service, by key consumer groups, May 2018

- Traditional shoppers
 - Who they are
 - What they like
 - How to market to them
- Personal Service Devotees
 - Who they are
 - What they like
 - How to market to them
- Online Aficionados
 - Who they are

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What they like
 How to market to them
 Disengaged Shoppers
 Who they are
 What they like
 How to market to them

Shopping Channels Used

Bricks-and-mortar revival

Figure 48: Shopping channels used by consumers in the last 6 months, by product type, May 2017 and May 2018

The in-store experience of "New Retail"

Figure 49: Difference in shopping channels used by consumers in the last 6 months, by product type, May 2017 and May 2018

The New Retail of food

Figure 50: Shopping channels used by consumers in the last 6 months, by food and beverage product type, by gender and age, May 2018

The New Retail of fashion and beauty

Figure 51: Shopping channels used by consumers in the last 6 months, by fashion and beauty product type, by gender and age, May 2018

The New Retail of electrical and electronics

Figure 52: Shopping channels used by consumers in the last 6 months, by electronics and electrical product type, by gender and age, May 2018

The New Retail of household and furnishings

Figure 53: Shopping channels used by consumers in the last 6 months, by household care and furnishings product type, by gender and age, May 2018

The New Retail of fun and fitness

Figure 54: Shopping channels used by consumers in the last 6 months, by toys/games and pharmaceutical/healthcare product type, by gender and age, May 2018

Category Channel Preference

Online still a preference for non-food

Figure 55: Shopping channel preference of consumers in the last 6 months, by product type, May 2017 and May 2018

Online a growing preference

Figure 56: Differences in shopping channel preference of consumers in the last 6 months, by product type, May 2017 and May 2018

Online growing preference

Figure 57: Shopping channel preference of consumers in the last 6 months, by shopping channels used by consumers in the last 6 months, by product type, May 2018

Grocery preference

Figure 58: Shopping channel preference of consumers in the last 6 months, by food and beverage product type, by gender and age, May 2018

Fashion and beauty preference

Figure 59: Shopping channel preference of consumers in the last 6 months, by fashion and beauty product type, by gender and age, May 2018

Electrical and electronics preference

Figure 60: Shopping channel preference of consumers in the last 6 months, by electrical and electronics product type, by gender and age, May 2018

Household and furnishings preference

Figure 61: Shopping channel preference of consumers in the last 6 months, by household and furnishings product type, by gender and age, May 2018

Fun and fitness preference

Figure 62: Shopping channel preference of consumers in the last 6 months, by pharmaceutical, healthcare and toys and games product type, by gender and age, May 2018

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Retail Services

Retail merging with wider services environment

Figure 63: Services used by consumers when shopping online, May 2018

Opportunities in other services

Figure 64: Services used by consumers when shopping online, by key consumer groups, May 2018

Services opportunities by demographic group

Figure 65: Services used by consumers when shopping online, by gender and age, May 2018

Retailtainment

Making shopping more of an experience

Figure 66: Consumers' retailtainment preferences, May 2018

Making fun personalised

Figure 67: Consumers' retailtainment preferences, by key consumer groups, May 2018

Sharing the fun

Figure 68: Consumers' retailtainment preferences, by services used by consumers when shopping online (A), May 2018

Taking away the chores

Figure 69: Consumers' retailtainment preferences, by services used by consumers when shopping online (B), May 2018

Retail Technology

Tech-adaptive consumers

Figure 70: Consumer openness to New Retail technologies, May 2018

Openness to unmanned stores

Figure 71: Consumer openness to New Retail technology, unmanned versus manned stores, by gender and age, May 2018

Willingness to shop from vending machines

Figure 72: Consumer openness to New Retail technology, willingness (or not) to shop from vending machines, by gender and age, May 2018

Smart screens versus the real thing

Figure 73: Consumer openness to New Retail technology, real products versus smart screens, by gender and age, May 2018

Openness to VR mirrors

Figure 74: Consumer openness to New Retail technology, willingness (or not) to use a virtual reality mirror, by gender and age, May 2018

Openness to self-checkouts

Figure 75: Consumer openness to New Retail technology, self-checkout versus checkout staff, by gender and age, May 2018

Willingness to let fridges do the shopping

Figure 76: Consumer openness to New Retail technology, willingness (or not) to have smart fridge order groceries automatically online, by gender and age, May 2018

Willingness to use biometric ID

Figure 77: Consumer openness to New Retail technology, willingness (or not) to use biometric ID data to pay for shopping, by gender and age, May 2018

Concerns about personal data

Figure 78: Consumer openness to New Retail technology, concerns (or not) about retailers using personal data, by gender and age, May 2018

Attitudes towards Retail Service

Quality of service, coupled with convenience

Figure 79: Consumer attitudes towards retail service, May 2018

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Consumer attitudes by key consumer groups

Figure 80: Consumer attitudes towards retail service, by key consumer groups, May 2018

Consumer attitudes by demographic groups

Figure 81: Consumer attitudes towards retail service, by gender and age, May 2018

Appendix – Market Size and Forecast

Figure 82: China – Total C2C + B2C+ OTS (New Retail) sales value, 2013-23

Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

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