

Attitudes towards Sharing Economy - China - December 2018

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“Chinese consumers have not built up the habit of using sharing products and services and show great concern. As the market still stands in an emerging to growth stage, rules and regulations need to be further improved. Yet it also provides substantial space for companies to grow and innovate.”

- **Scarlett Zhao, Associate Analyst**

This report looks at the following areas:

- **Key to accommodation sharing business: standardisation and uniqueness go hand in hand**
- **Key to clothes sharing: O2O is not a fad but a must**
- **Key to book sharing: sustainability comes from a value-based community**

The majority of Chinese consumers have not got used to the idea of renting or buying second-hand products, while prospects are good with the prevalence of ethical consumption. A forecast from the National Information Center estimates that China's sharing economy will contribute over 10% of the country's GDP (Gross Domestic Product) in 2020. Moreover, the sharing economy can lead to iterations and upgrades in a great many product and service areas, because if a product can be recycled, the quality must be good. When more consumers start to recycle these high-quality goods and more platforms provide such services, this will affect the whole industry so that shoddy manufacturers can be replaced by quality manufacturers.

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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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