

Online Retailing - China - June 2014

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"China's online market has achieved phenomenal growth in only a few years, and many sectors continue to pursue very rapid growth. Mobile online retail has also emerged suddenly, from nothing, to become almost a natural part of people's everyday lives."

– Matthew Crabbe, Director of Research, Asia-Pacific

This report looks at the following areas:

The impact on bricks-and-mortar retailers has been profound, having been forced to fight competitors both in the malls and via modems. Yet, online has also proven to be an opportunity for those traditional retailers that have embraced it, and meanwhile many of the online-only retailers are still struggling to break into profit.

Because online shopping, including via mobile devices, has been accepted by people as an everyday part of life now, it is creating new opportunities for retailers (online-only and bricks-and-mortar) to achieve even greater penetration into lower tier cities. Because so many online retailers are still not making profits, they now need to begin providing more value-added benefits. Many are seeking cooperation opportunities, and there is a growing trend towards more online-to-offline coordination between online-only and bricks-and-mortar retailers.

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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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