

## Online to Offline Retailing - China - July 2015

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“The online retail market in China has grown very rapidly, and has caught many retailers off guard. Yet the online retail market still struggles to be profitable, and continues to be regarded as a means to get cheap products.”  
– Matthew Crabbe, Director of Research, Asia-Pacific

This report looks at the following areas:

- Make it fun!
- Interact with me!
- Seeing is believing

The online retail advantage of lower prices, more choice and more convenience vie with the in-store advantage of intimate product contact, direct staff advice and the immediate thrill of direct purchase. Stores can also provide a pleasant shopping environment and entertainments that websites cannot.

Yet multi-channel can bring the best of both online and offline together, and provide real competitive advantages to retailers and consumers. Online retail sites can become more appealing, entertaining and with faster home delivery. Physical stores can provide online more product information and use location-based marketing through mobile devices.

Integrating the benefits of the online and offline worlds can also foster better engagement with their shoppers, to build trust and loyalty, and to learn from and respond to shoppers' changing needs.

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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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Seeing is believing  
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