

## Social Commerce - China - February 2019

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“2018 was a banner year for social commerce with the public listing of headline-grabbers Pinduoduo and Mogujie. Major players continue to seek expansion of categories, distribution as well as promotion formats. Consumers on the other hand show great enthusiasm in engaging in all sorts of activities through social commerce platforms.”

– Cici Wu, Research Analyst

This report looks at the following areas:

- Seizing the opportunity of the “He” economy in social commerce
- Platforms competing on shared playing field
- How fashion brands have embraced social commerce

Social commerce has moving from the periphery to central stage, especially with Pinduoduo’s group buying-and-discount model continuously grabbing headlines last year and being adopted by almost all ecommerce players. Meanwhile, ecommerce operators are also expanding to new categories and using new distribution channels and new promotion formats to attract more consumers.

Consumers of all age have joined the social commerce spree with great enthusiasm. Besides enjoying affordable prices, detailed product reviews and recommendations from friends and family, some also become distributors or sellers themselves and gain a sense of ownership and recognition for homemade products. Dynamic development of social commerce platforms goes beyond motivating active shoppers and sellers but also successfully unlocking the potential of more male and senior consumers who have not been key targets of some manufacturers and brands.

Therefore, as the boundary between social commerce and traditional ecommerce blurs, they will eventually be competing on the same playing field. To maintain the low-price selling point is attractive now but could be devastating for social commerce platforms in the future if product authenticity is sacrificed. Social commerce brands will need to put more of their focus on quality and service.

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