

New Retail - China - December 2019

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“Today’s Chinese consumers are used to shopping online for most consumer goods, yet physical venues remain vital for categories where consumers don’t have much knowledge and need guidance.”

- **Summer Xia, Research Analyst**

This report looks at the following areas:

- **Efficient delivery networks drive both sales and profits**
- **From social e-commerce to social retail in physical spaces**
- **The rise of cross-border e-commerce**

China is on the cutting edge of developing new technologies and innovative retailing features, and the online channel will continue to become increasingly important not only in product distribution but also product discovery and developing consumer loyalty. What’s more, Chinese consumers are particularly responsive to and quick to develop new usage habits for these new omnichannel innovations. Meanwhile, Chinese urbanities are asking for more from brands and retailers. Whereas consumers in lower tier cities are in need of branded products and fast delivery, those in tier one cities are looking for seamless experience and global brands.

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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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