



Trends of Online Retailing - China - 2022

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This report looks at the following areas:

- Online shopping frequency across channels.
- Key drivers for shopping online.
- Key barriers to shopping online.
- Consumers' impressions of different online shopping platforms.
- Important technology features/services that can improve online shopping experiences.
- Consumers' expectations for future online shopping.

Online shopping has become an indispensable part of consumers' daily lives. As of June 2022, the number of online shoppers in China was 841 million, accounting for 80% of China's total netizen population. The "in-home economy" under COVID in 2020 drove the rising adoption of online shopping channels. However, increased uncertainty in post-pandemic times also leads to more prudent and rational consumption.

Given the already massive amount of online shoppers, it has become highly challenging for platforms and brands to acquire new users. Besides, consumers tend to use more diversified channels as new and emerging online channels keep growing, such as short video platforms and mini programs. How to retain the loyalty of existing users is another challenge facing the ecommerce platforms.

Mintel's consumer research reveals that the key to determining whether consumers pay and keep paying is consistent, high-quality products and services, and this should be the most critical and continuous focus for ecommerce platforms. In addition, online shopping has become a way of life for most consumers, especially the young generation. Brands and platforms should consider bringing more fun and novel elements into their marketing of online shopping to better engage and intrigue consumers.



"Sales value of online retailing has maintained positive growth in the past five years, but the growth has slowed down considerably."

– Binyan Yao, Research Analyst

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Did you know?

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