

Retail E-Commerce in China

March 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Robust momentum continues for retail e-commerce
Cross-border e-commerce shows strong growth
Shopping festivals remain popular, which helps maintain growth

PROSPECTS AND OPPORTUNITIES

Live-streaming likely to continue to encourage sales
Budget e-commerce platforms likely to gain a competitive edge
AI generated content (AIGC) set to transform retail e-commerce

CHANNEL DATA

Table 1 - Retail E-Commerce by Channel: Value 2017-2022
Table 2 - Retail E-Commerce by Channel: % Value Growth 2017-2022
Table 3 - Retail E-Commerce by Product: Value 2017-2022
Table 4 - Retail E-Commerce by Product: % Value Growth 2017-2022
Table 5 - Retail E-Commerce GBO Company Shares: % Value 2018-2022
Table 6 - Retail E-Commerce GBN Brand Shares: % Value 2019-2022
Table 7 - Forecast Retail E-Commerce by Channel: Value 2022-2027
Table 8 - Forecast Retail E-Commerce by Channel: % Value Growth 2022-2027
Table 9 - Forecast Retail E-Commerce by Product: Value 2022-2027
Table 10 - Forecast Retail E-Commerce by Product: % Value Growth 2022-2027

Retail in China - Industry Overview

EXECUTIVE SUMMARY

Retail in 2023: The big picture
Boosting consumption remains a major challenge
No clear boundary between online retailers and offline retailers
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
Summary 1 - Standard Opening Hours by Channel Type 2023
Seasonality
618 Shopping Festival and Double 11 Shopping Festival
Shanghai May 5th Shopping Festival

MARKET DATA

Table 11 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023
Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023
Table 13 - Sales in Retail Offline by Channel: Value 2018-2023
Table 14 - Sales in Retail Offline by Channel: % Value Growth 2018-2023
Table 15 - Retail Offline Outlets by Channel: Units 2018-2023
Table 16 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023
Table 17 - Sales in Retail E-Commerce by Product: Value 2018-2023
Table 18 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023
Table 19 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023
Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023
Table 21 - Sales in Grocery Retailers by Channel: Value 2018-2023

Table 22 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 23 - Grocery Retailers Outlets by Channel: Units 2018-2023

Table 24 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 25 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 27 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 28 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 29 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 30 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 31 - Retail GBO Company Shares: % Value 2019-2023

Table 32 - Retail GBN Brand Shares: % Value 2020-2023

Table 33 - Retail Offline GBO Company Shares: % Value 2019-2023

Table 34 - Retail Offline GBN Brand Shares: % Value 2020-2023

Table 35 - Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 36 - Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 37 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 38 - Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 39 - Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 41 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 42 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 43 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 44 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 46 - Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 47 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 48 - Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 49 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 50 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 51 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 52 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 54 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 55 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 56 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 57 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 58 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 60 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028

Table 62 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-e-commerce-in-china/report.