

# E-Commerce (Goods) in China

February 2022

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## E-Commerce (Goods) in China - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Continued channel shift by consumers supports growth of e-commerce  
JD's platform sees expansion, benefiting from crackdown on "picking one from two"  
E-commerce giants highlight social responsibility actions

#### PROSPECTS AND OPPORTUNITIES

Continued growth, with opportunities in areas with limited access to stores  
Government to further promote e-commerce development  
Heavy investment in logistics to address last-mile delivery challenges

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## Retailing in China - Industry Overview

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Boycotts related to political tensions and rising consumer nationalism  
What next for retailing?

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