

Retail E-Commerce in China

Market Direction | 2023-03-21 | 36 pages | Euromonitor

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Report description:

In 2020, the community group buying model emerged as a popular e-commerce trend in China, to solve the inconvenience caused by COVID-19 lockdowns. Neighbourhood committees created WeChat groups to gather residents' shopping lists, and online orders were placed with large grocery retailers. However, the model cooled down in 2021 due to a price war initiated by internet giants. In response, China's State Administration for Market Regulation summoned several companies, including Alibaba, Tencent Ho...

Euromonitor International's Retail E-Commerce in China report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Retail E-Commerce by Product, Retail E-Commerce by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Retail E-Commerce market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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