

China Online Grocery Market Report and Forecast 2023-2028

Market Report | 2023-10-24 | 186 pages | EMR Inc.

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Report description:

China Online Grocery Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the China online grocery market attained a value of nearly USD 90.68 billion in 2022. Aided by the higher penetration of internet and smartphones and the rise in infrastructural support for e-commerce ventures, the market is projected to witness a rapid growth by 2028.

Online grocery is an emergent sector where consumers engage in the purchase of fresh foods, packaged foods, beverages, personal care products, household items, and other groceries via the internet. This virtual platform bestows upon customers the convenience of shopping from their home or office environments, while also providing a broad spectrum of products at competitive prices.

A critical propellant for the China online grocery market growth is the escalating internet penetration and the burgeoning e-commerce sector. Rapid urbanisation, coupled with a ballooning middle-class demographic, has transformed the internet into a potent influence on the shopping behaviours of Chinese consumers. Additionally, the convenience and time-efficiency afforded by online shopping, coupled with an expansive array of product options and home delivery services, have fostered an increased preference for online grocery shopping.

The COVID-19 pandemic has also significantly contributed to the China online grocery market demand. The demand for contactless shopping experiences increased as a response to maintaining social distancing norms during the pandemic. This trend has been augmented by the growth of digital payment platforms, which have provided secure and convenient transactions for online grocery purchases.

The China online grocery market is also seeing an upward trajectory due to technological advancements in logistics and supply chain management. Innovative solutions such as real-time tracking, same-day delivery services, and secure payment gateways have made the online grocery shopping experience more reliable and efficient.

Moreover, the China online grocery market expansion is being fuelled by the aggressive growth strategies adopted by major e-commerce giants in the grocery sector. Companies such as Alibaba and JD.com have been actively investing in the development of their online grocery platforms. This has led to increased competition, thereby catalysing further growth in the sector.

The platforms' alluring rates and offers, including discounts, cashback deals, an accommodating return policy, and special

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subscription deals with reduced shipping costs, are both retaining current customers and attracting in new ones. The China online grocery market growth, thus, benefits from the wide variety of options offered on these platforms, particularly those of foreign businesses.

Market Segmentation

The market can be divided based on type of category, platform, payment method, and cities.

Market Breakup by Type of Category

- Grocery and Staples
- Fruits and Vegetables
- Others

Market Breakup by Platform

- Website
- Mobile Application

Market Breakup by Payment Method

- Online
- Cash on Delivery

Market Breakup by Cities

- Shanghai
- Zhejiang
- Guangdong
- Jiangsu
- Beijing
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the China online grocery companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Alibaba Group Holding Ltd.
- JD.com Inc.
- Amazon.com Inc.
- Miss Fresh
- Meituan
- Others

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