

## **Retail E-Commerce in China**

Market Direction | 2024-03-06 | 37 pages | Euromonitor

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### **Report description:**

Robust growth continued for retail e-commerce in China in 2023, although the rate of current value increase was slower than seen in previous years. Retail sales were driven by strong performances for drinks and tobacco e-commerce, and for home products e-commerce - particularly pet care e-commerce. In addition, growth was driven by strong logistics networks that allow for fast and affordable shipping, and by the fact that Chinese consumers are increasingly digital-savvy, supported by high intern...

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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Euromonitor International  
March 2024

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Budget e-commerce platforms likely to gain a competitive edge

AI generated content (AIGC) set to transform retail e-commerce

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