

## **Online Retail in China**

Industry Report | 2024-09-06 | 47 pages | MarketLine

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### **Report description:**

Online Retail in China

#### Summary

Online Retail in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The online retail market is segmented into apparel retail, electrical & electronics retail, food & grocery retail, home & garden products, furniture & floor coverings, and footwear.
- The Chinese online retail sector recorded revenues of \$743.3 billion in 2023, representing a compound annual growth rate (CAGR) of 15.8% between 2018 and 2023.
- The food & grocery retail segment accounted for the sector's largest proportion in 2023, with total revenues of \$351.5 billion, equivalent to 47.3% of the sector's overall value.
- Rising consumer confidence is a key driver for the online retail sector, as it encourages consumers to spend more on a wide range of products that enhance their convenience and lifestyle. According to the National Bureau of Statistics (NBS) of China, in 2023, the consumer confidence index in China reached 94.9 in March 2023, up from 87.0 in August 2022.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online retail market in China
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in

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## China

- Leading company profiles reveal details of key online retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the China online retail market with five year forecasts

## Reasons to Buy

- What was the size of the China online retail market by value in 2023?
- What will be the size of the China online retail market in 2028?
- What factors are affecting the strength of competition in the China online retail market?
- How has the market performed over the last five years?
- What are the main segments that make up China's online retail market?

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