Online Retail in China

Industry Report | 2025-10-30 | 44 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 2019-24, and forecast to 2029). 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 sector 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 $819.4 billion in 2024, representing a compound annual growth rate (CAGR) of 13.7% between 2019 and 2024.
- The food & grocery retail segment accounted for the sector's largest proportion in 2024, with total revenues of $400.3 billion, equivalent to 48.9% of the sector's overall value.
- China accounted for a 69.2% share of the Asia-Pacific online retail sector in 2024.

Scope

- Save time carrying out entry-level research by identifying the size, growth, 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 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 2024?
- What will be the size of the China online retail market in 2029?
- What factors are affecting the strength of competition in the China online retail market?
- How has the market performed over the last five years?
- How large is China's online retail market in relation to its regional counterparts?

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