

# E-COMMERCE IN CHINA



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E-COMMERCE IN CHINA

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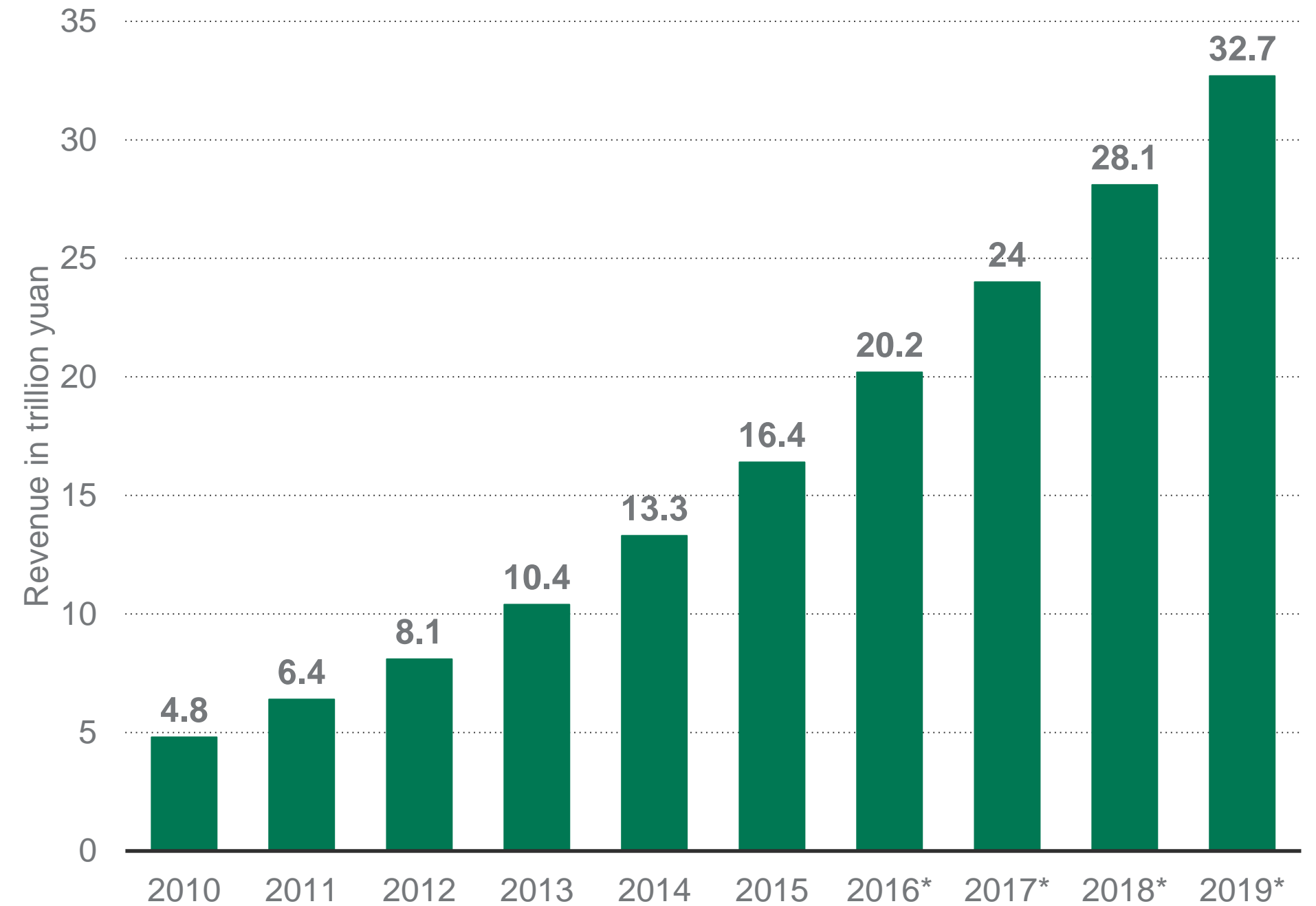
# GENERAL OVERVIEW

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E-COMMERCE IN CHINA

## GROSS MERCHANDISE VOLUME OF CHINA'S E-COMMERCE MARKET FROM 2010 TO 2019 (IN TRILLION YUAN)

**Note:** China; 2010 to 2015  
Further information regarding this statistic can be found on [page 32](#).  
**Source(s):** iResearch; [ID 278552](#)

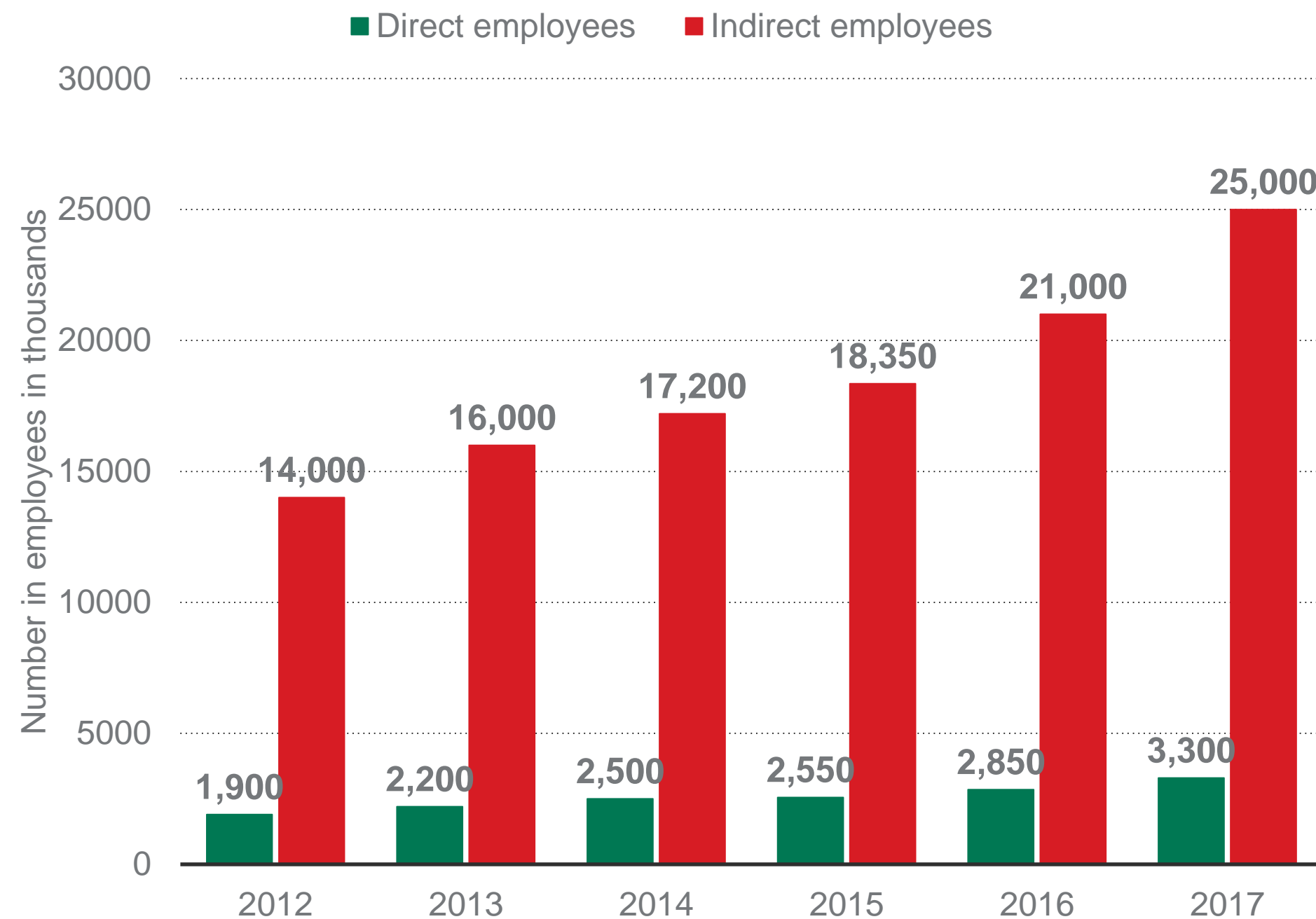




## NUMBER OF EMPLOYEES IN THE E-COMMERCE SEGMENT IN CHINA FROM 2012 TO 2017, BY TYPE (IN 1,000S)

**Note:** China; 2012 to 2017  
Further information regarding this statistic can be found on [page 33](#).  
**Source(s):** 100ec.cn; [ID 243872](#)

NUMBER OF EMPLOYEES IN THE E-COMMERCE SEGMENT CHINA 2012-2017, BY TYPE





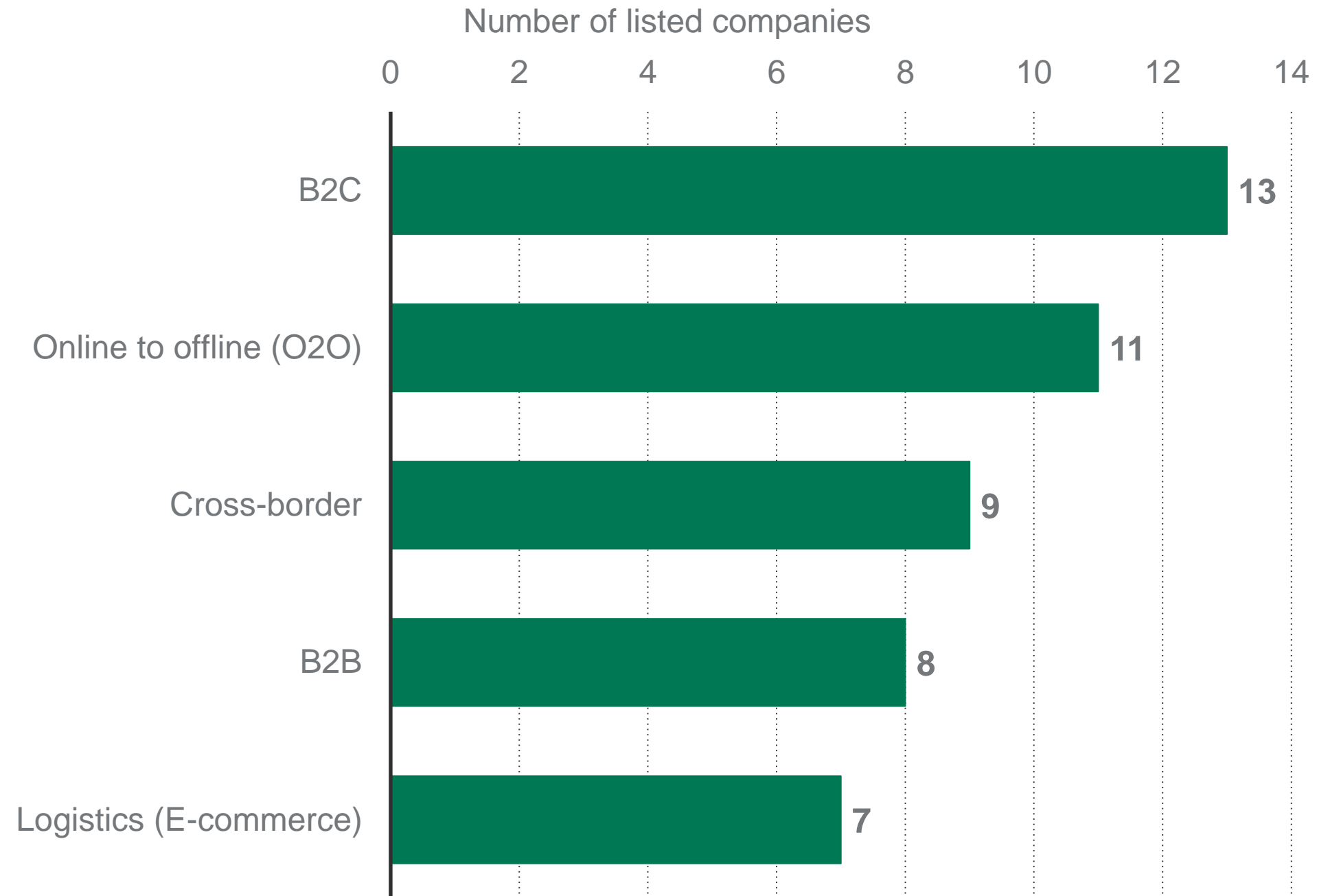
## NUMBER OF LISTED COMPANIES IN E-COMMERCE IN CHINA IN 2018, BY CATEGORY

**Note:** China; July 2018

Further information regarding this statistic can be found on [page 34](#).

**Source(s):** 100ec.cn; Guangdong E-commerce Association; [ID 912252](#)

LISTED COMPANIES IN E-COMMERCE CHINA 2018, BY CATEGORY





# B2B E- COMMERCE

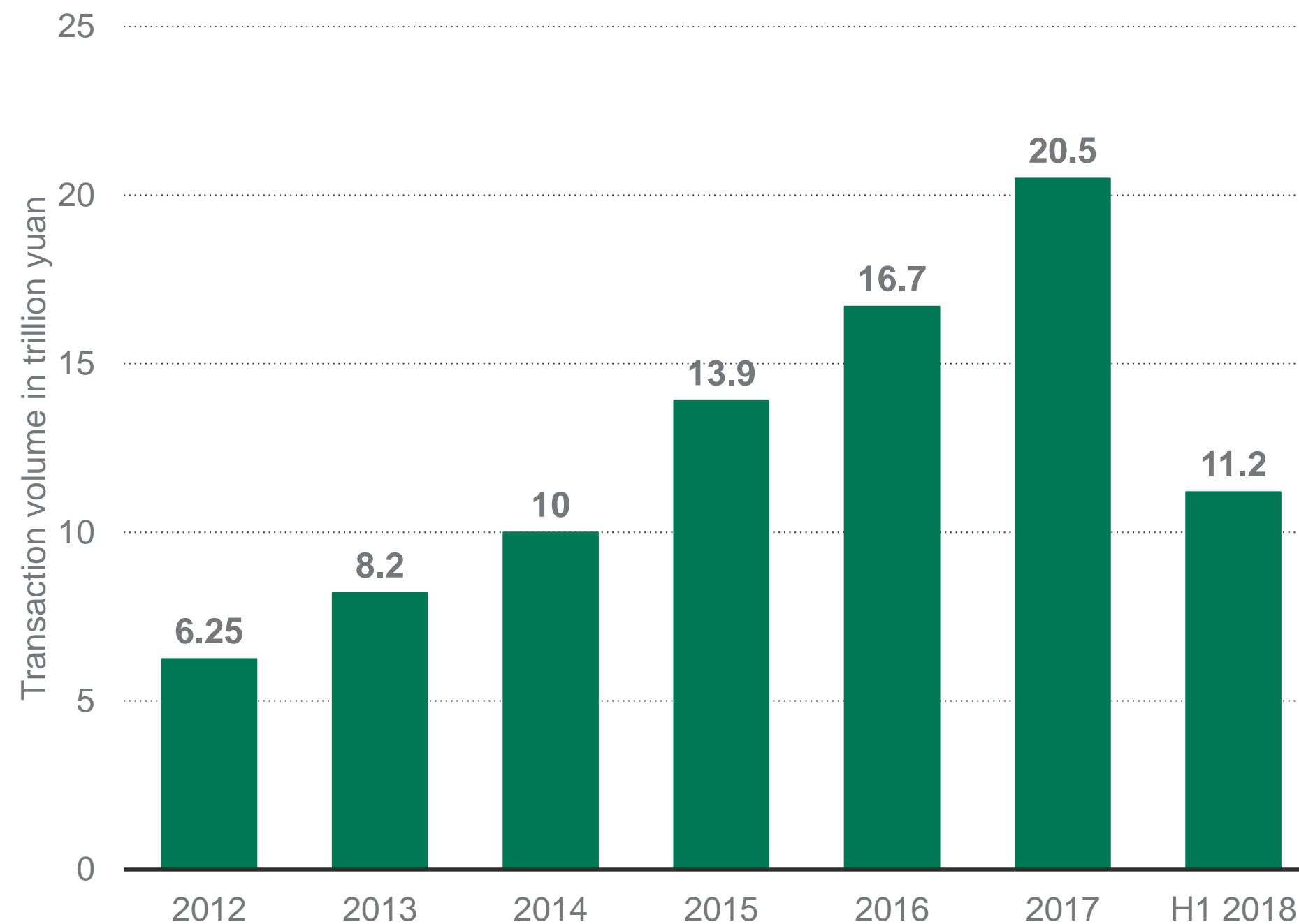
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E-COMMERCE IN CHINA



## TRANSACTION VOLUME OF B2B E-COMMERCE IN CHINA FROM 2012 TO 1ST HALF 2018 (IN TRILLION YUAN)

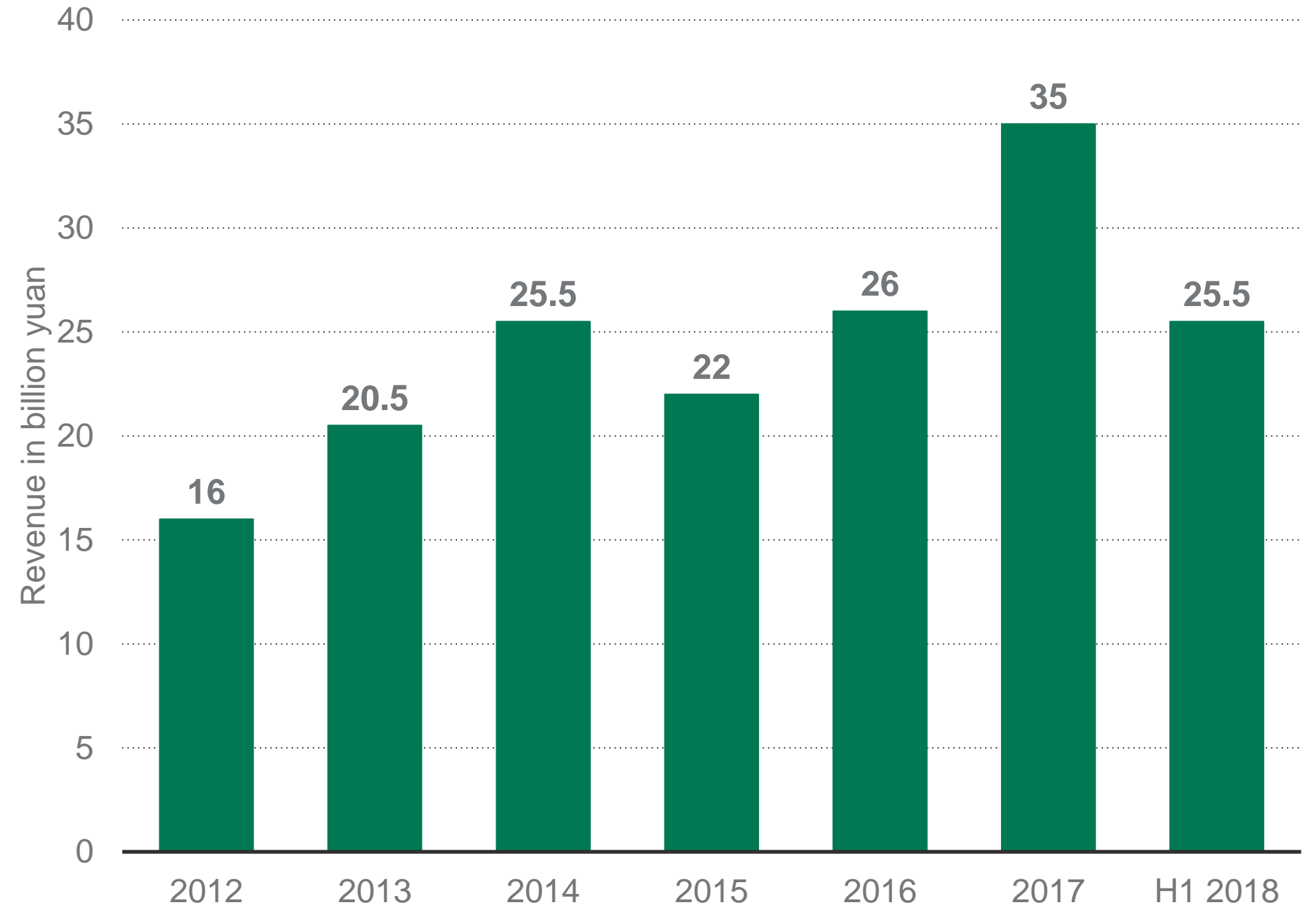
**Note:** China; 2012 to H1 2018  
Further information regarding this statistic can be found on [page 35](#).  
**Source(s):** 100ec.cn; [ID 302040](#)





## REVENUE OF CHINA'S B2B E-COMMERCE MARKET FROM 2012 TO 1ST HALF 2018 (IN BILLION YUAN)

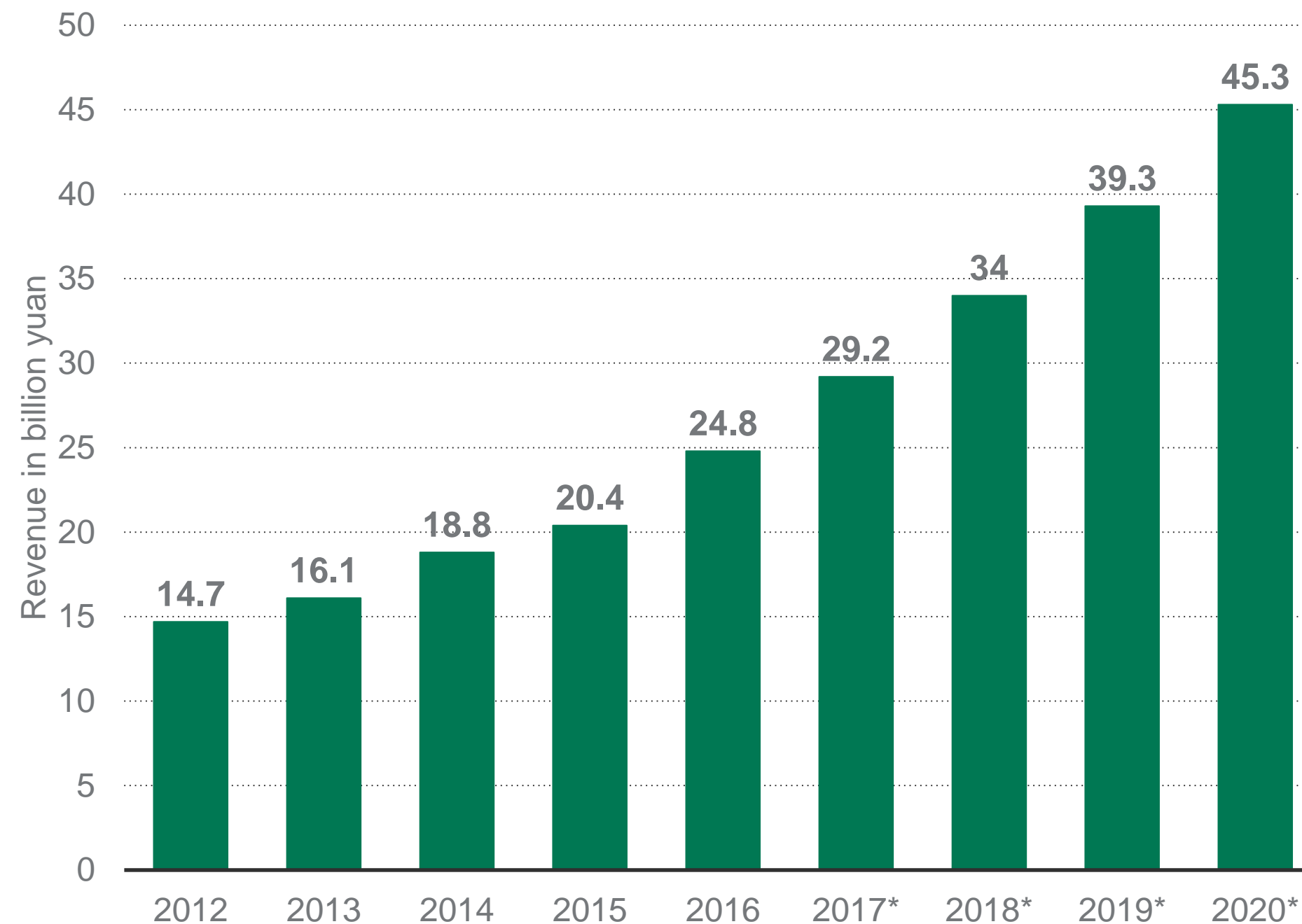
**Note:** China; 2012 to H1 2018  
Further information regarding this statistic can be found on [page 36](#).  
**Source(s):** 100ec.cn; [ID 723061](#)





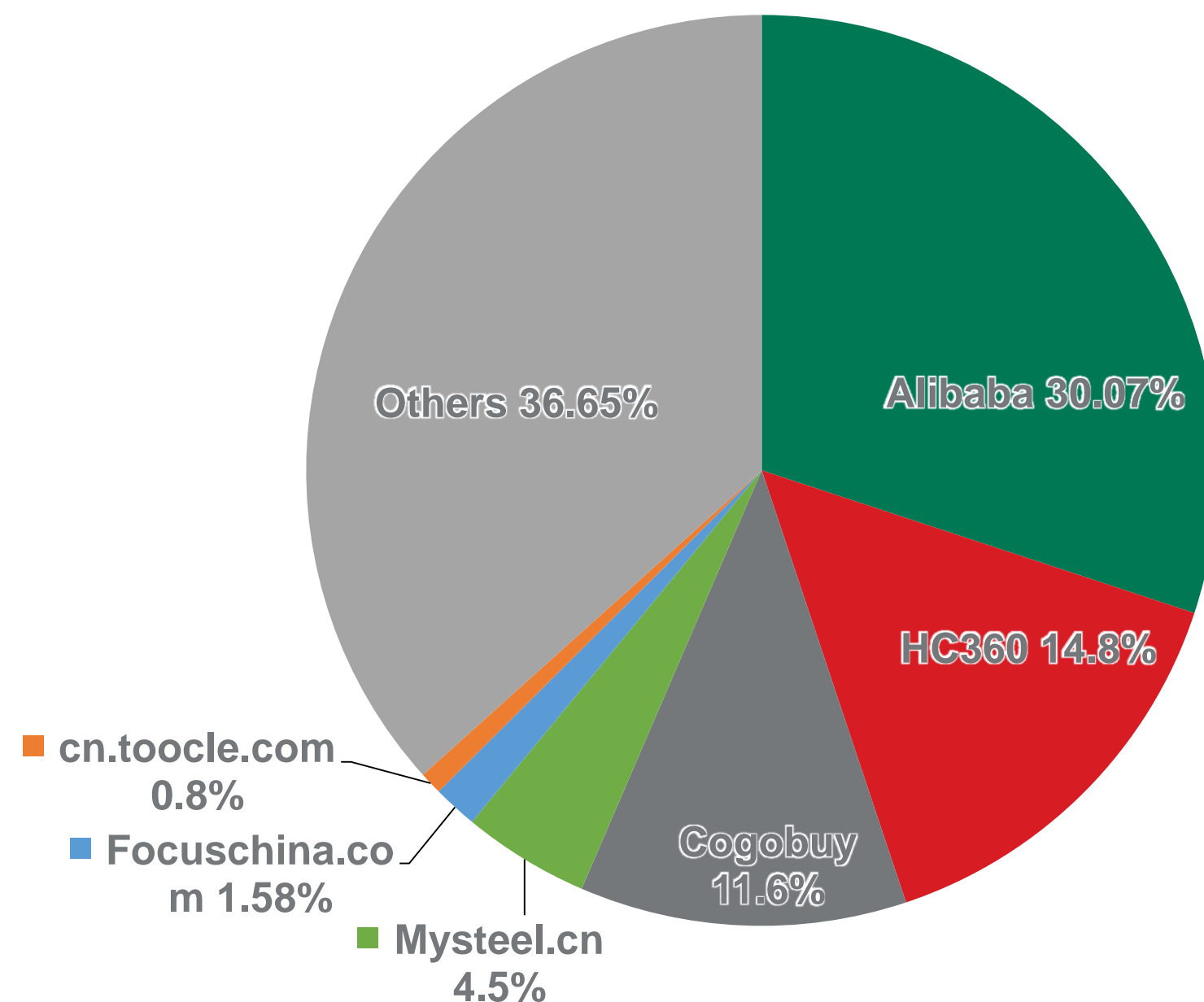
**REVENUE OF SMALL TO MEDIUM SIZE ENTERPRISES' B2B E-COMMERCE PLATFORMS IN CHINA FROM 2012 TO 2020 (IN BILLION YUAN)**

**Note:** China; 2012 to 2016  
Further information regarding this statistic can be found on [page 37](#).  
**Source(s):** iResearch; [ID 302475](#)



# MARKET SHARE OF B2B E-COMMERCE PLATFORMS IN CHINA IN 1ST HALF 2018

**Note:** China; H1 2018  
 Further information regarding this statistic can be found on [page 38](#).  
**Source(s):** Analysys; China Internet Watch; China e-Business Research Center; [ID 243845](#)



# B2C AND C2C E-COMMERCE

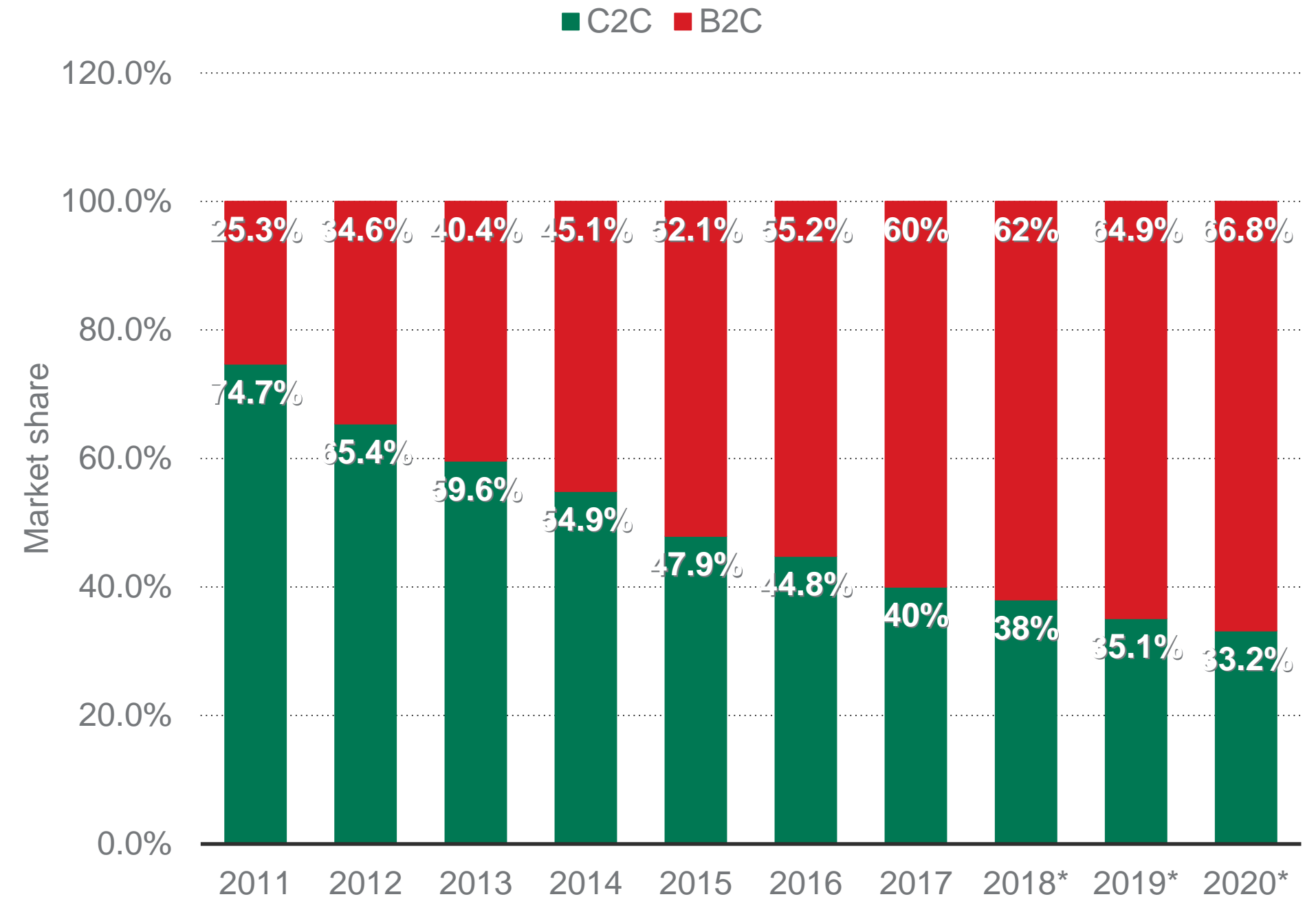
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E-COMMERCE IN CHINA



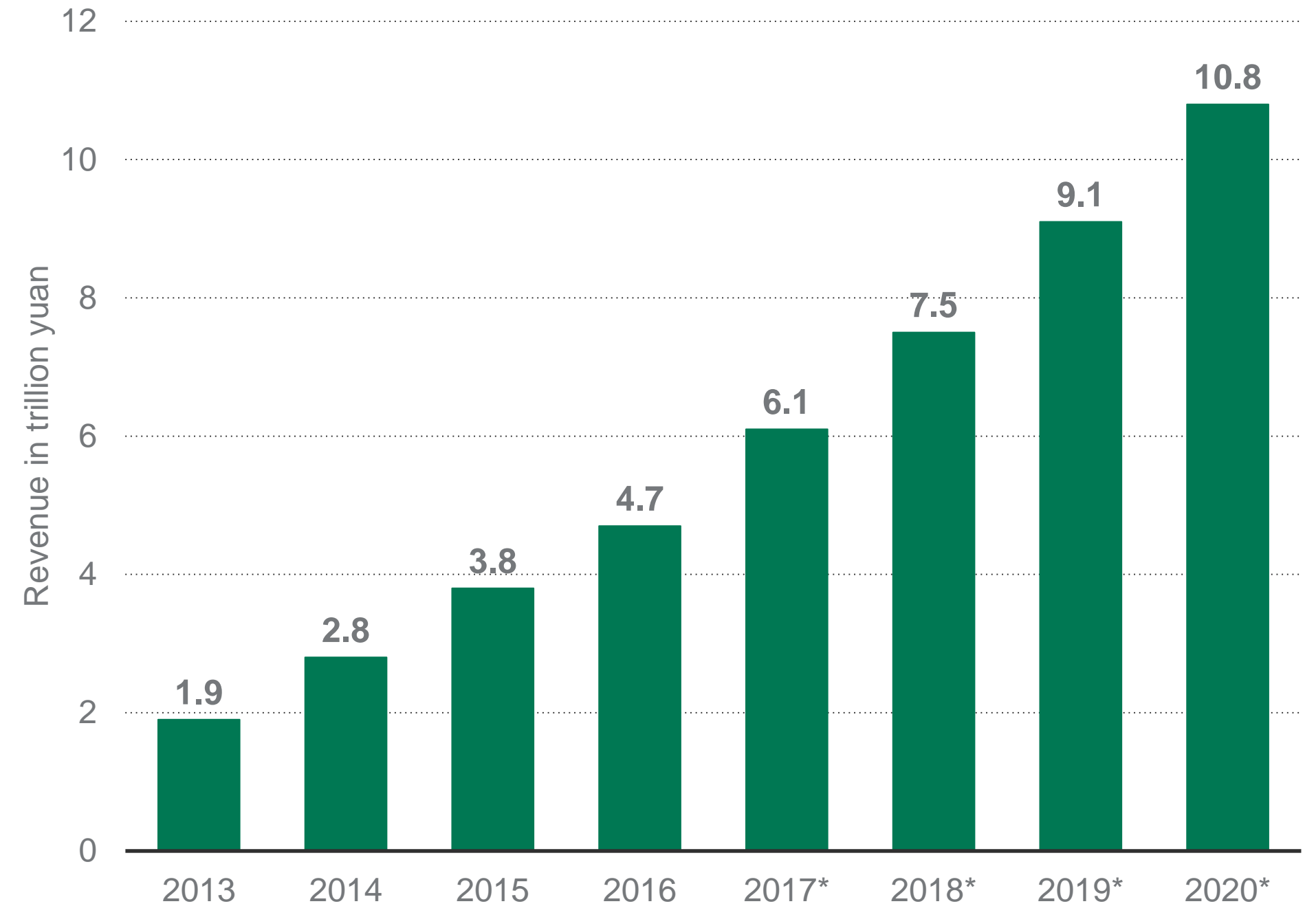
## DISTRIBUTION OF ONLINE RETAIL MARKET IN CHINA FROM 2011 TO 2020, BY TYPE

**Note:** China; 2011 to 2017  
 Further information regarding this statistic can be found on [page 39](#).  
**Source(s):** iResearch; Fung Business Intelligence Centre ; [ID 746669](#)



**GROSS MERCHANDISE VOLUME (GMV) OF CHINA'S ONLINE SHOPPING MARKET FROM 2013 TO 2020 (IN TRILLION YUAN)**

**Note:** China; 2013 to 2016  
Further information regarding this statistic can be found on [page 40](#).  
**Source(s):** iResearch; [ID 278555](#)

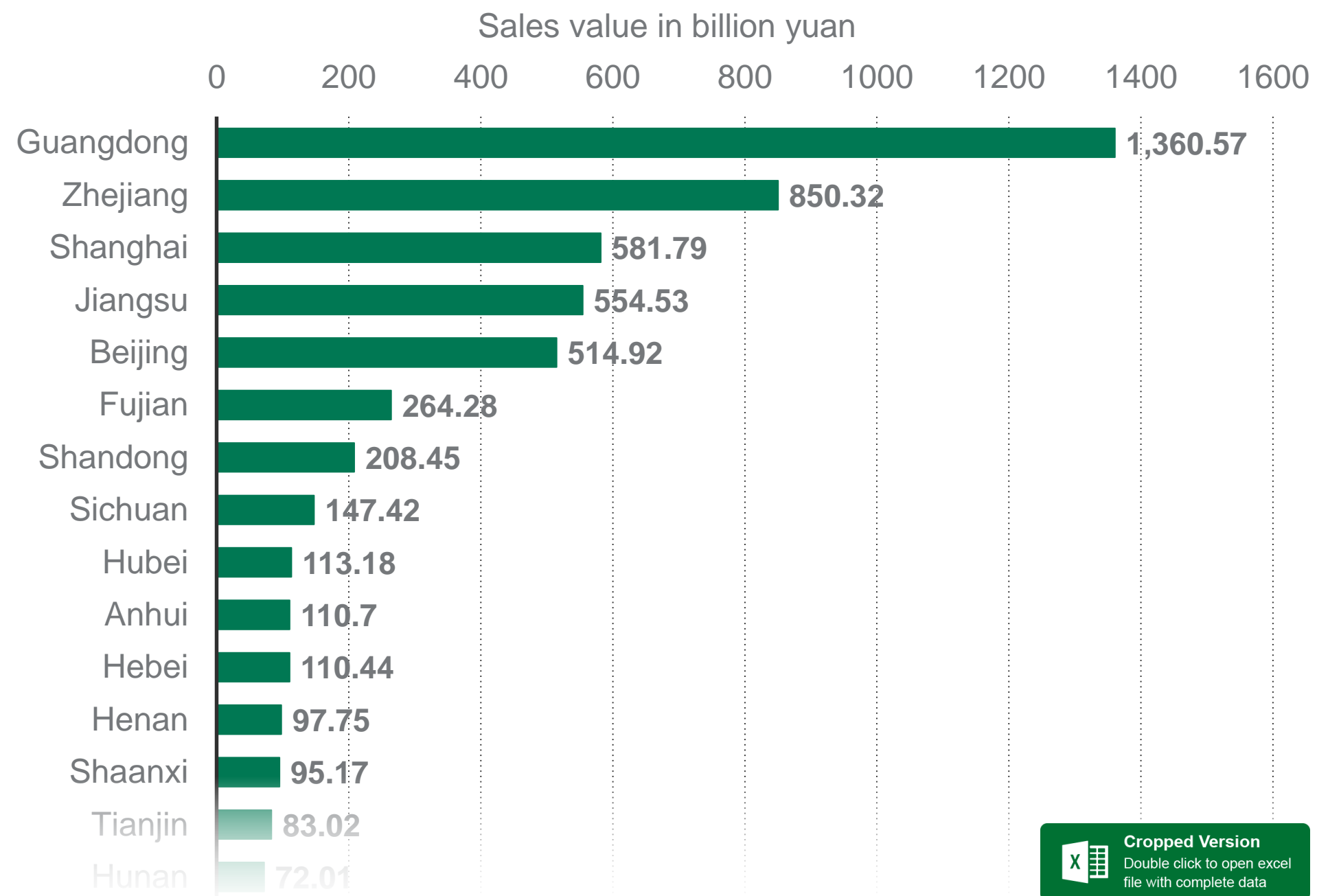






## VALUE OF THE ONLINE RETAIL SALES IN GOODS IN CHINA IN 2017, BY REGION (IN BILLION YUAN)

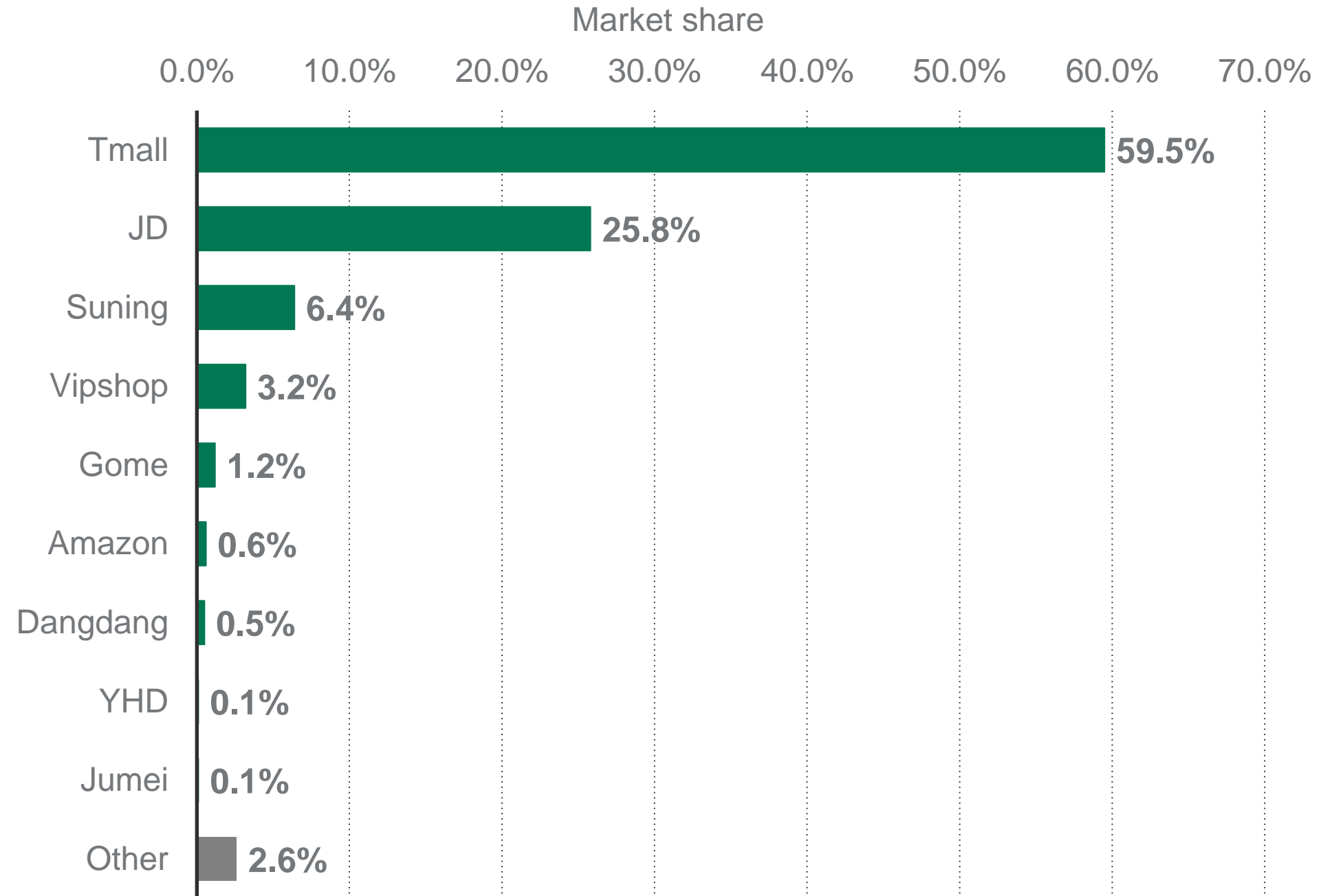
**Note:** China; 2017  
Further information regarding this statistic can be found on [page 41](#).  
**Source(s):** National Bureau of Statistics of China; [ID 975459](#)



**Cropped Version**  
Double click to open excel file with complete data

**GROSS MERCHANDISE VOLUME SHARE OF ONLINE RETAIL B2C MARKET IN CHINA IN 3RD QUARTER 2018, BY PLATFORM**

**Note:** China; Q3 2018  
Further information regarding this statistic can be found on [page 42](#).  
**Source(s):** China Internet Watch; Analysys; [ID 959881](#)



# CROSS-BORDER E-COMMERCE

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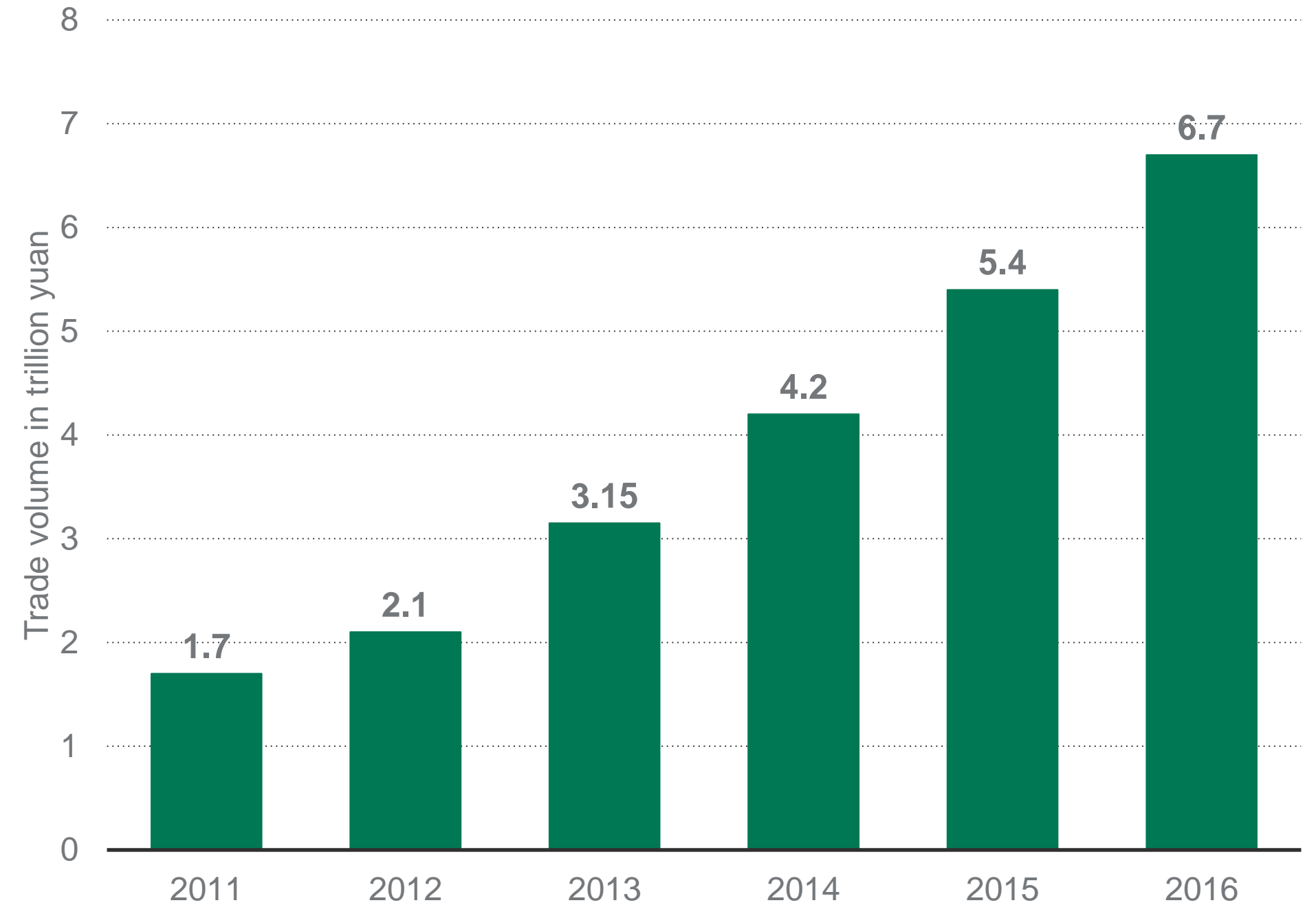
E-COMMERCE IN CHINA



## TRADE VOLUME OF CHINA'S CROSS-BORDER E-COMMERCE PLAYERS FROM 2011 TO 2016 (IN TRILLION YUAN)

**Note:** China; 2011 to 2016  
Further information regarding this statistic can be found on [page 43](#).  
**Source(s):** 100ec.cn; [ID 722987](#)

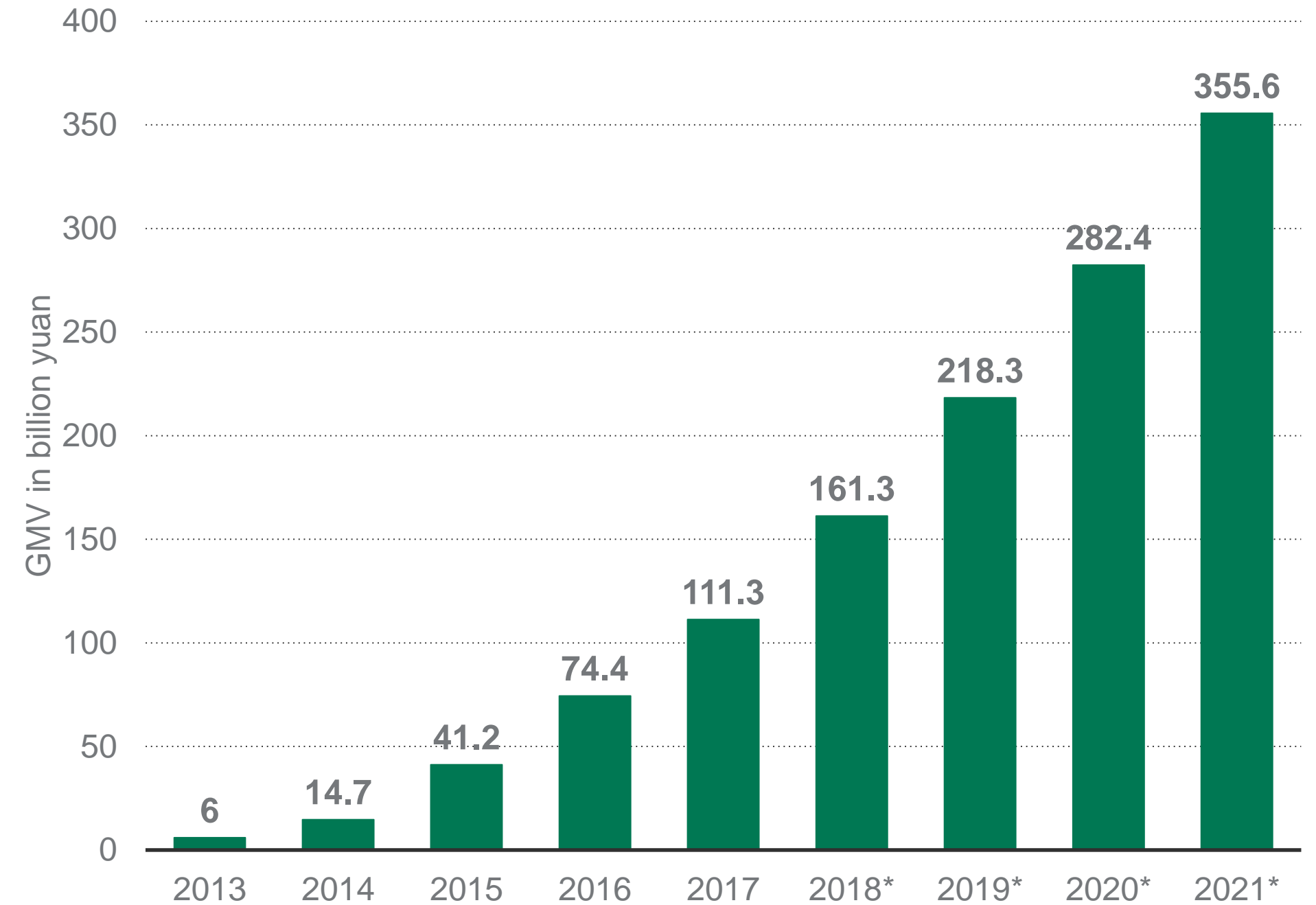
TRADE VOLUME OF CHINA'S CROSS-BORDER E-COMMERCE PLAYERS 2011-2016





## GROSS MERCHANDISE VOLUME OF CHINA'S CROSS-BORDER IMPORT RETAIL E-COMMERCE FROM 2013 TO 2021 (IN BILLION YUAN)

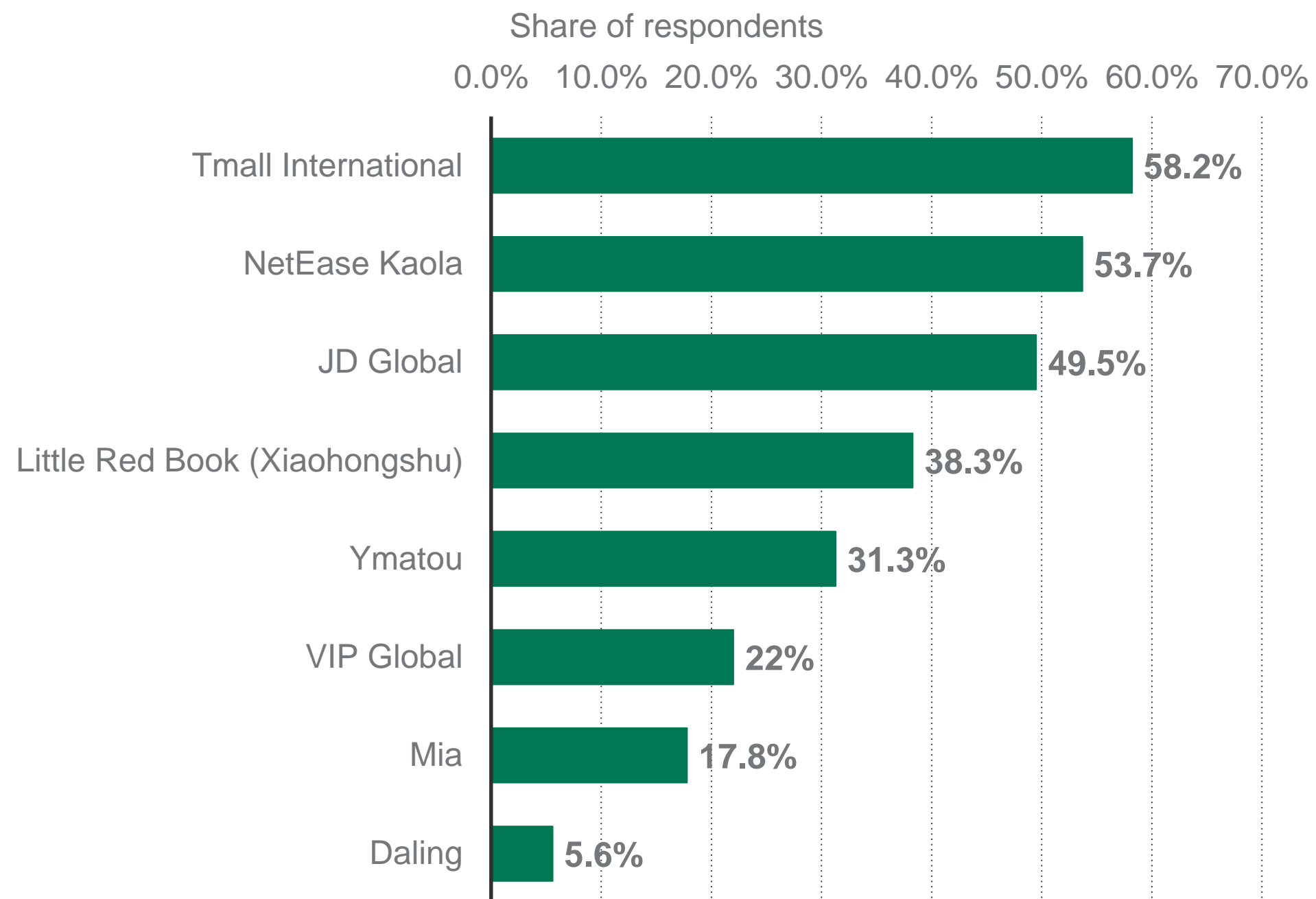
**Note:** China; 2013 to 2017; calculation was based on financial reports of enterprises and interviews with experts in iResearch statistical model  
 Further information regarding this statistic can be found on [page 44](#).  
**Source(s):** iResearch; [ID 872550](#)





## POPULARITY OF CROSS-BORDER E-COMMERCE PLATFORMS IN CHINA AS OF DECEMBER 2017

**Note:** China; December 2017; 2,253  
Further information regarding this statistic can be found on [page 45](#).  
**Source(s):** iiMedia Research; [ID 945068](#)

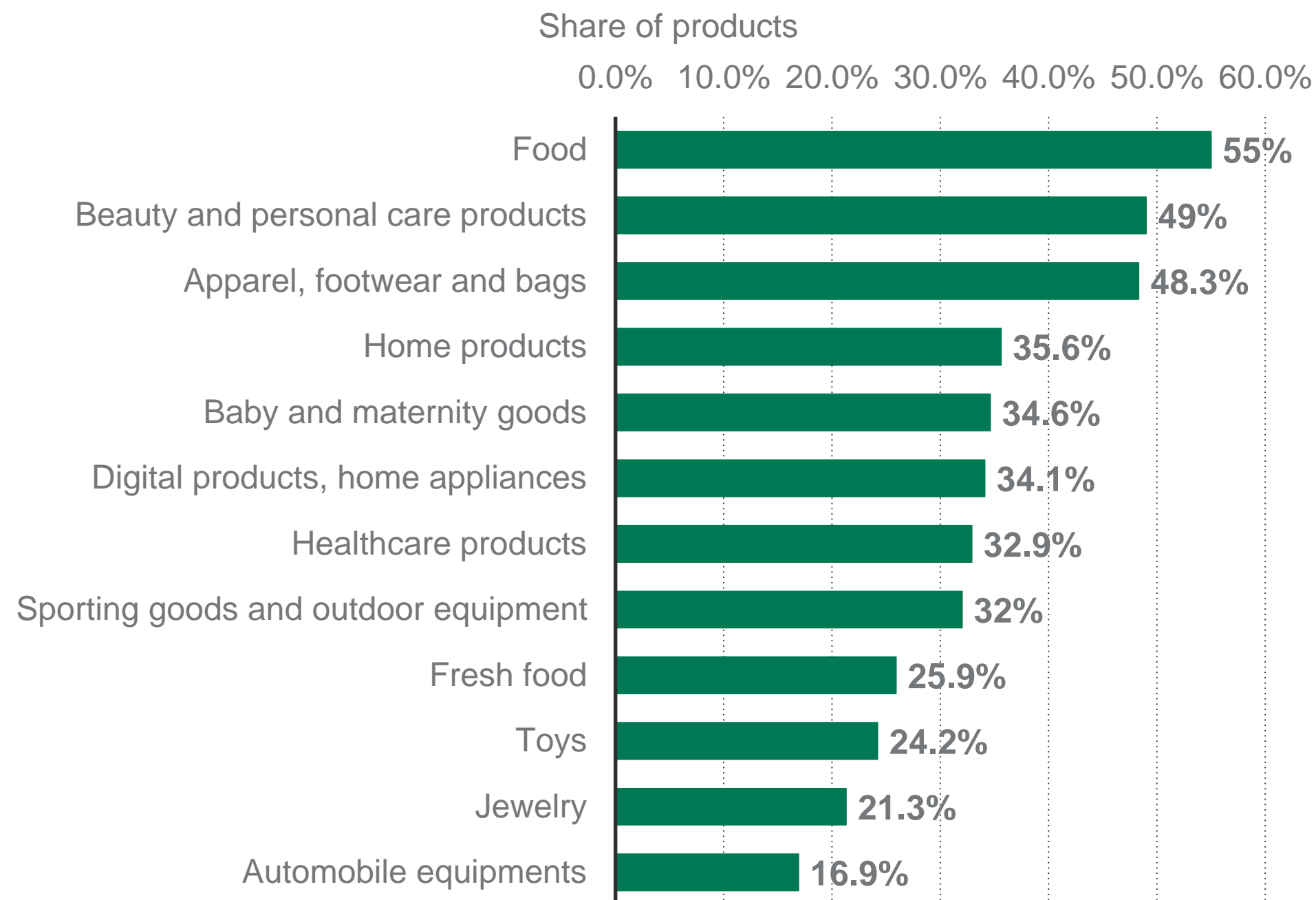




## SHARE OF PRODUCTS PURCHASED ON CROSS-BORDER E-COMMERCE PLATFORMS IN CHINA BETWEEN MARCH 2017 AND MARCH 2018, BY CATEGORY

**Note:** China; March 2017 to March 2018  
 Further information regarding this statistic can be found on [page 46](#).  
**Source(s):** iResearch; Fung Business Intelligence Centre ; [ID 944629](#)

## SHARE OF PRODUCTS BOUGHT ON CROSS-BORDER E-COMMERCE SITES IN CHINA 2017-2018, BY TYPE

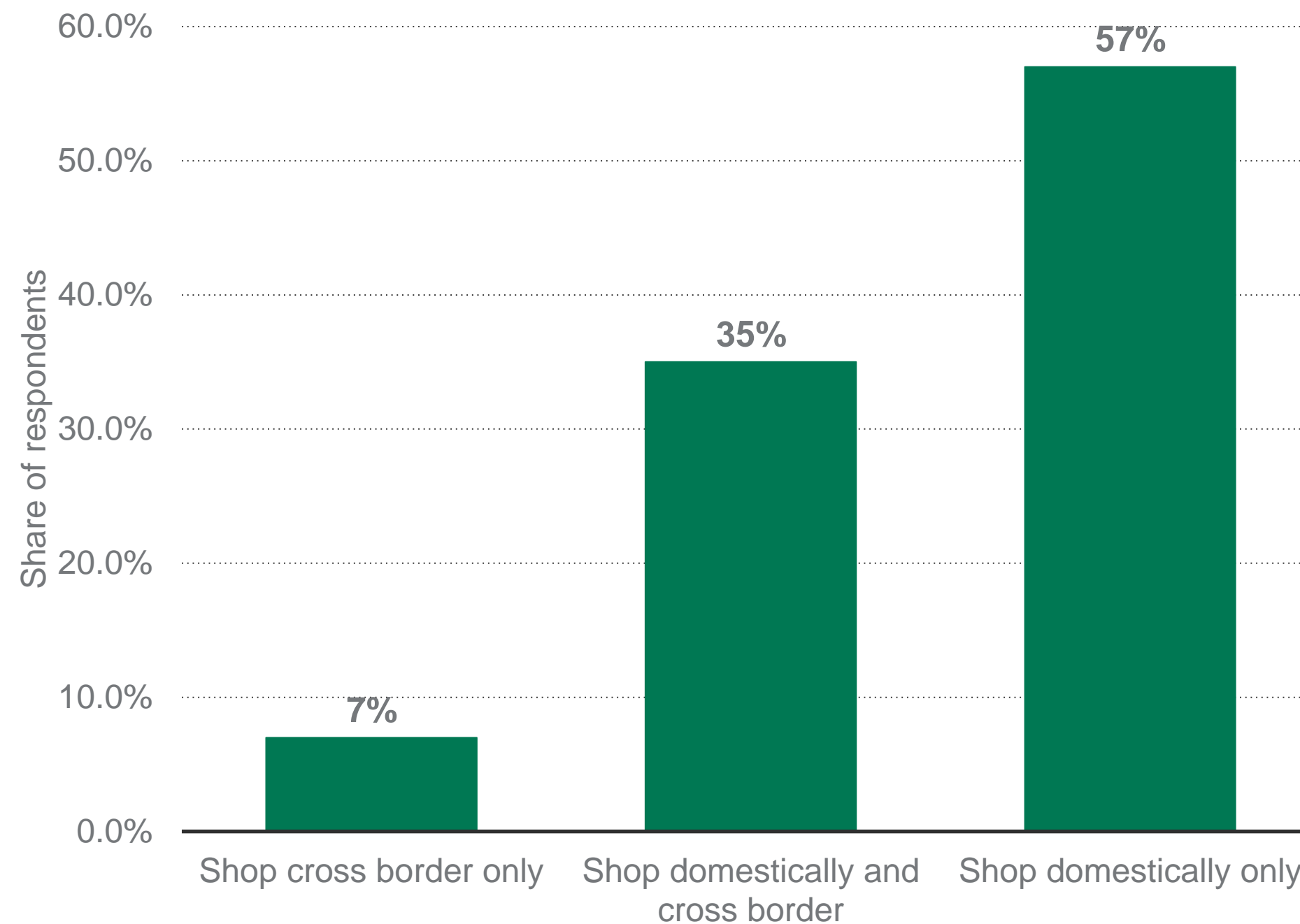




## SHARE OF ONLINE SHOPPERS WHO PURCHASE DOMESTICALLY AND CROSS-BORDER IN CHINA IN 2018

**Note:** Asia, China; March 13 to May 1, 2018; 18+; 1000 Respondents; Among online shoppers.  
Further information regarding this statistic can be found on [page 47](#).  
**Source(s):** PayPal; Ipsos; [ID 747557](#)

SHARE OF ONLINE SHOPPERS WHO PURCHASE DOMESTICALLY AND CROSS-BORDER CHINA 2018





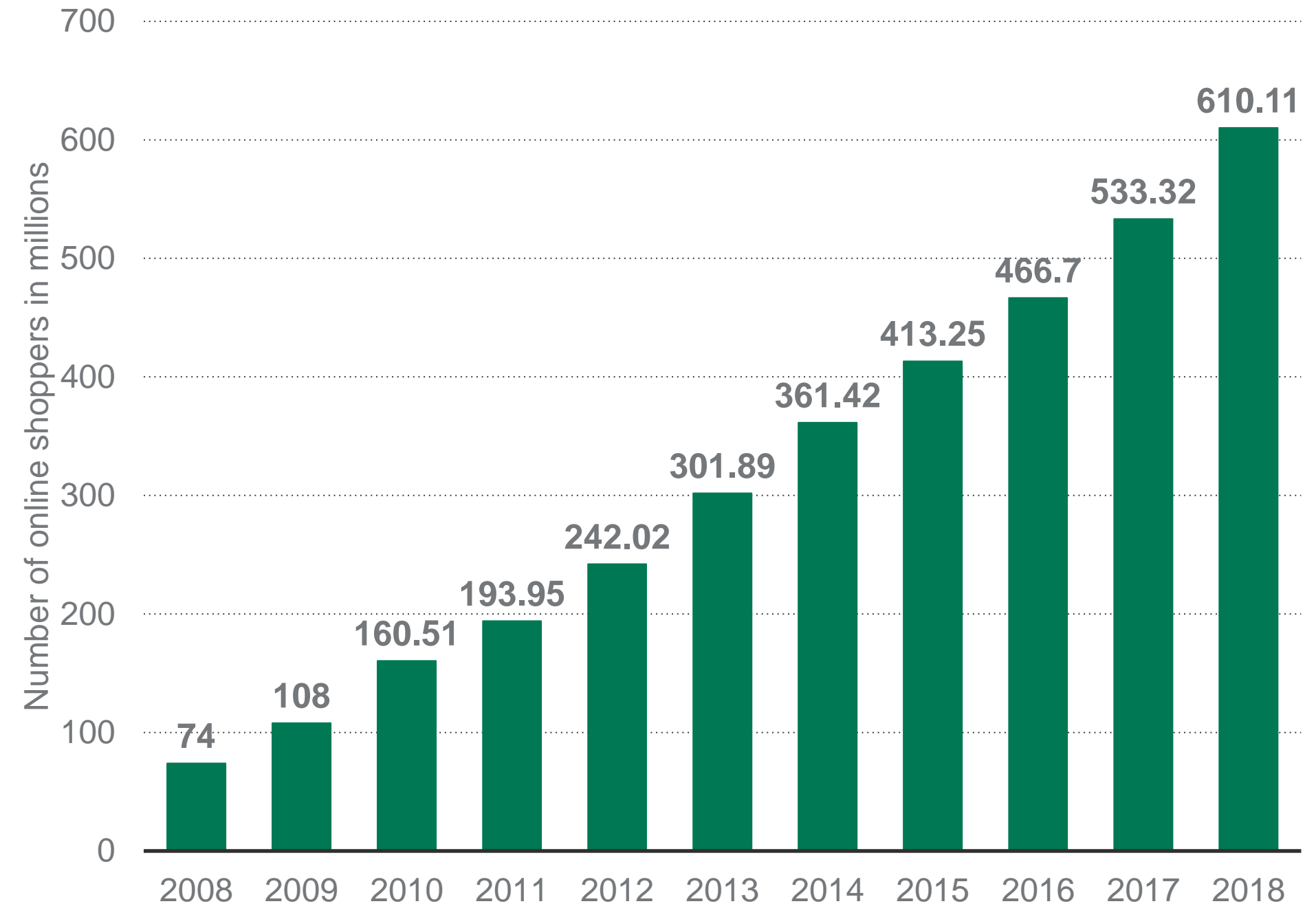
# E-COMMERCE CONSUMER DEMOGRAPHICS

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E-COMMERCE IN CHINA

# NUMBER OF ONLINE SHOPPERS IN CHINA FROM 2008 TO 2018 (IN MILLIONS)

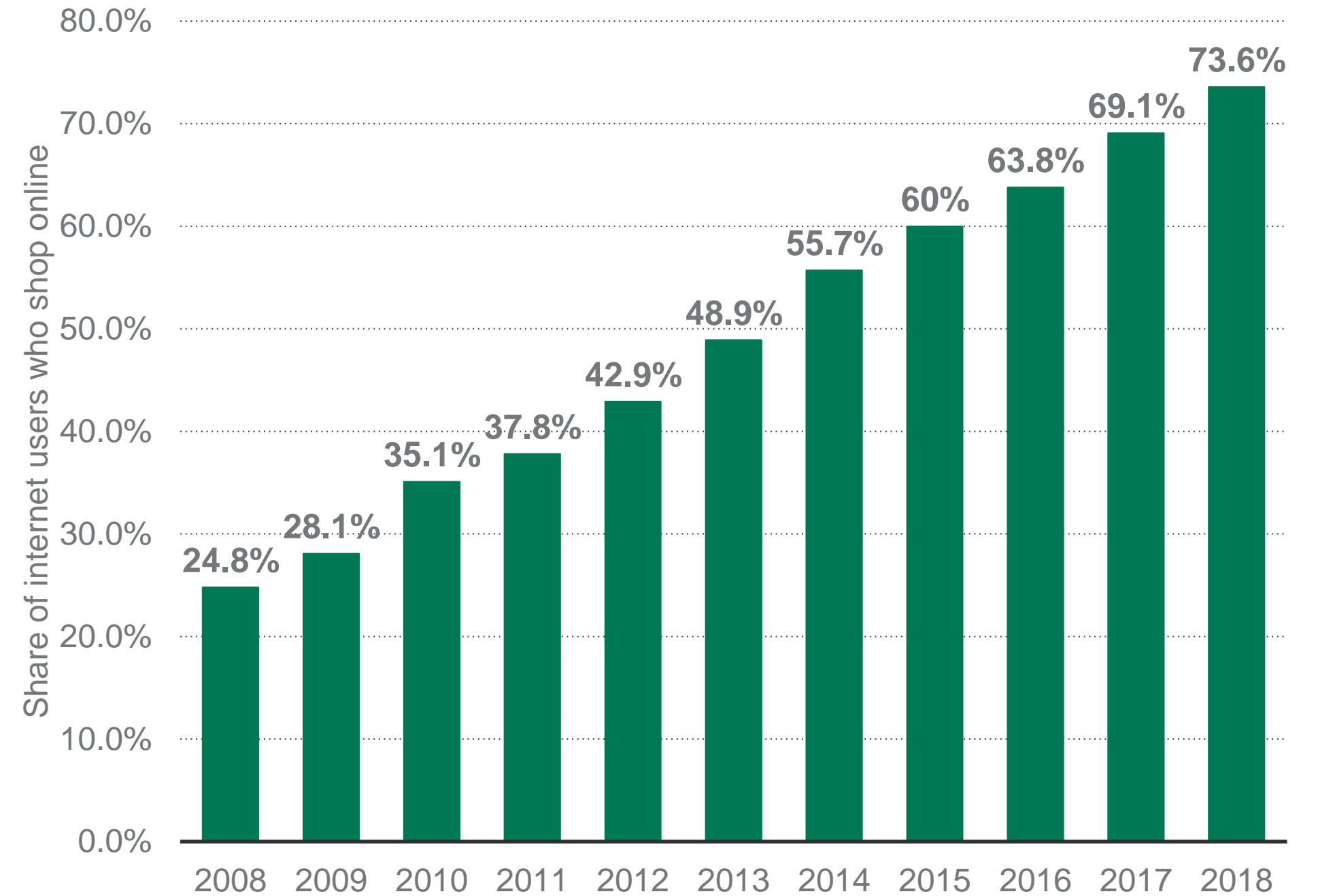
**Note:** China; 2008 to 2018  
Further information regarding this statistic can be found on [page 48](#).  
**Source(s):** CNNIC; [ID 277391](#)





## PENETRATION RATE OF ONLINE SHOPPING IN CHINA FROM 2008 TO 2018

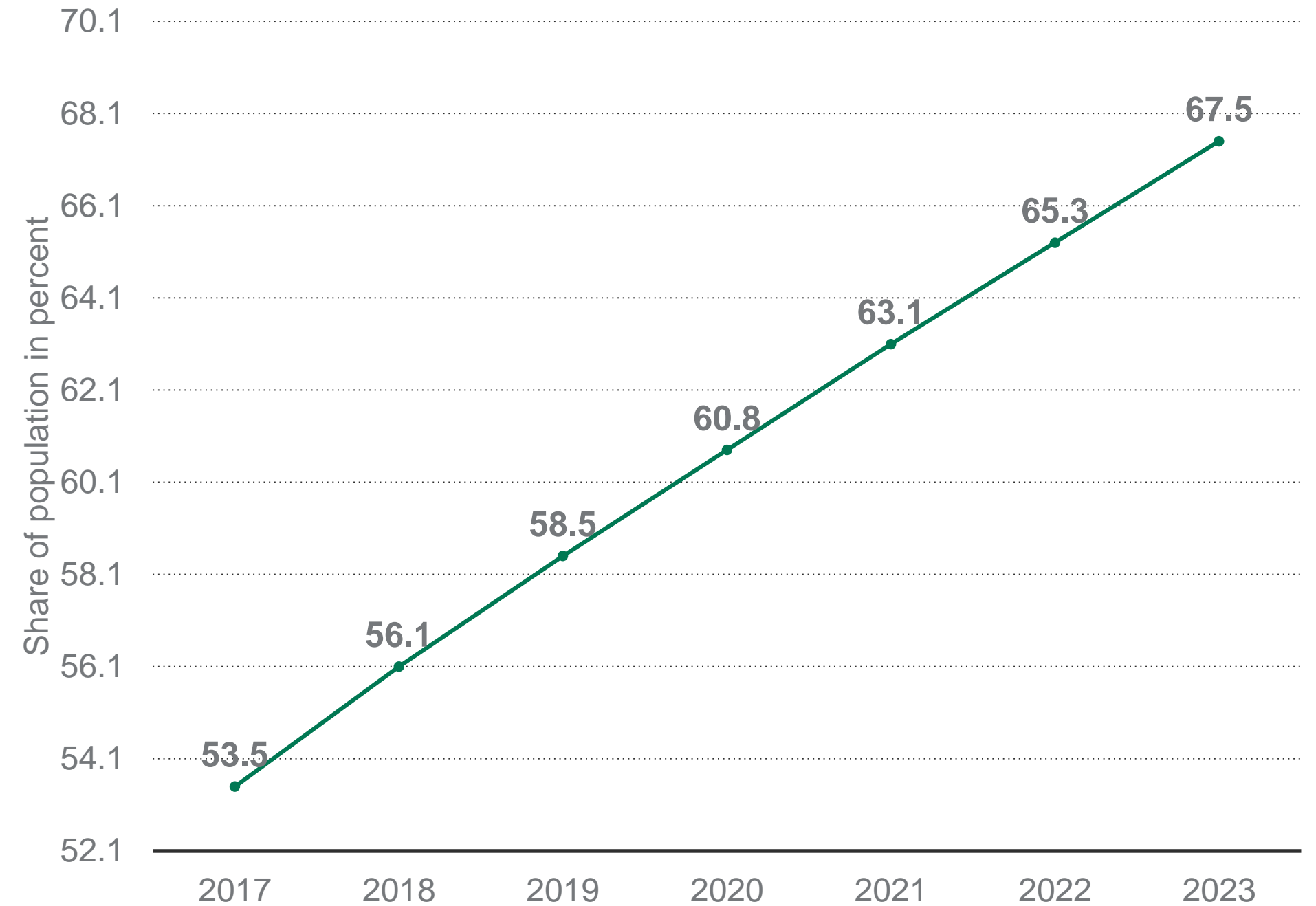
**Note:** China; 2008 to 2018  
Further information regarding this statistic can be found on [page 49](#).  
**Source(s):** CNNIC; [ID 302071](#)





## DIGITAL BUYER PENETRATION IN CHINA FROM 2017 TO 2023 (IN PERCENT)

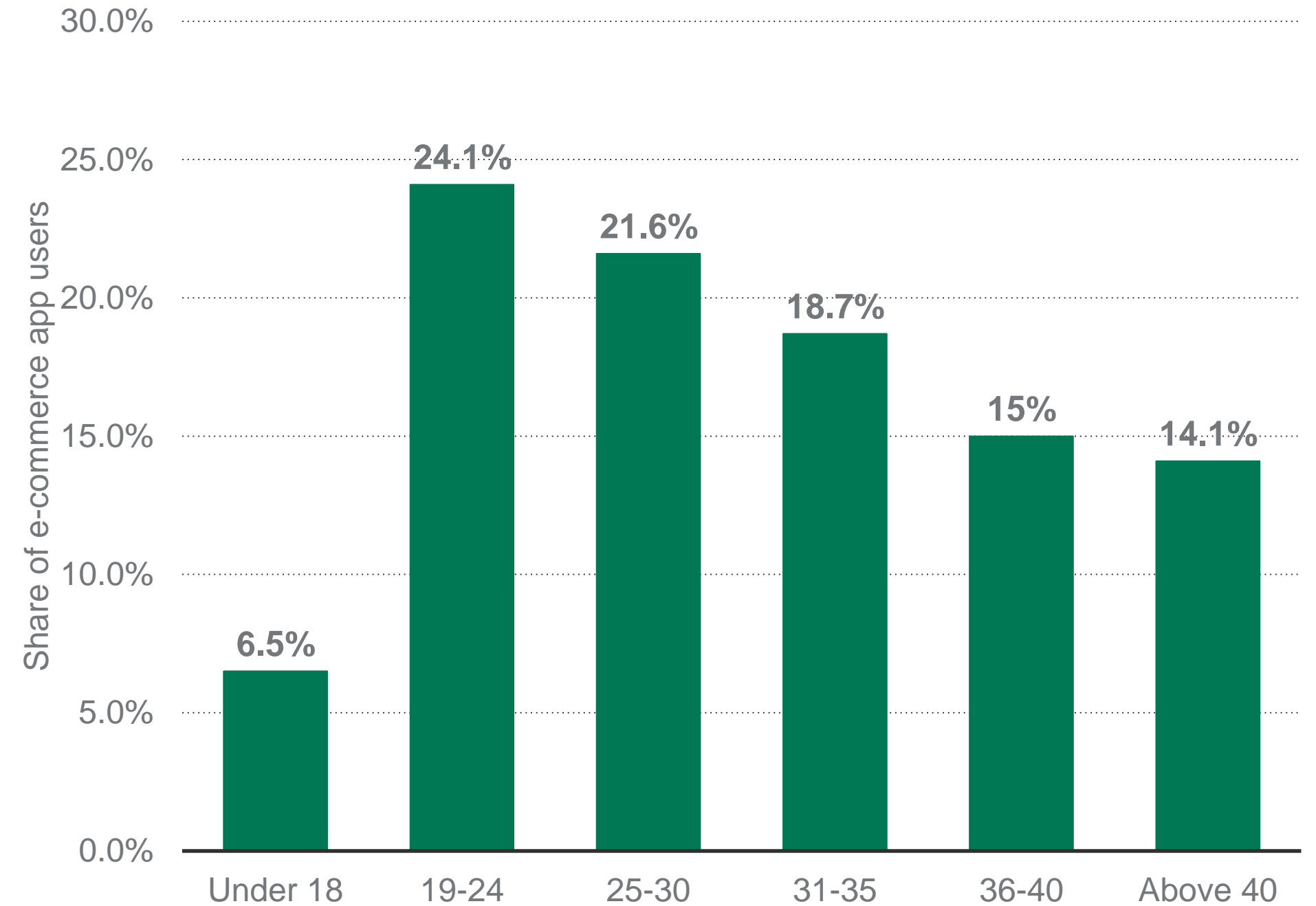
Note: 2018  
Further information regarding this statistic can be found on [page 50](#).  
Source(s): Statista; [ID 891315](#)





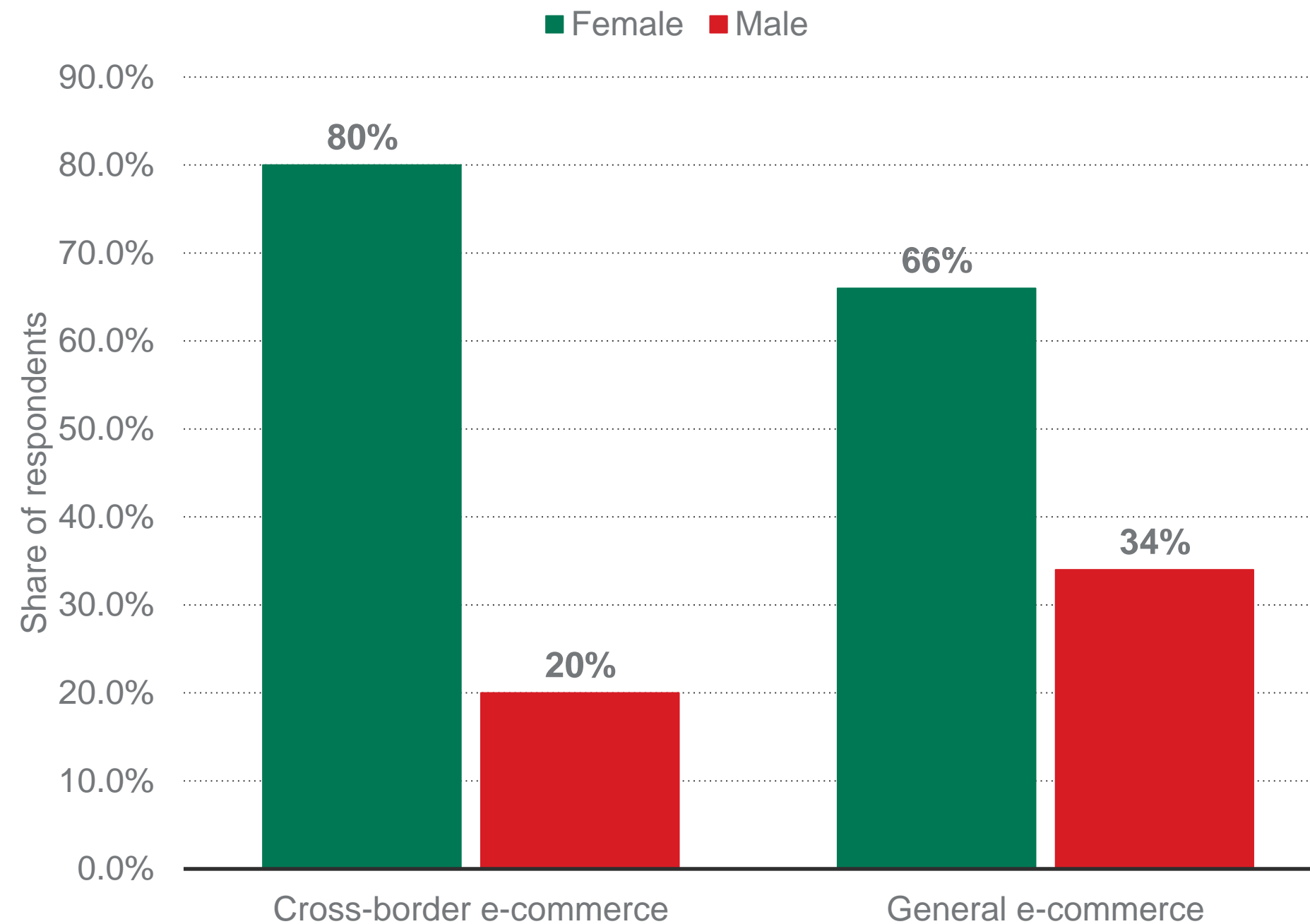
## AGE DISTRIBUTION OF E-COMMERCE APP USERS IN CHINA AS OF FEBRUARY 2018

**Note:** China; February 2018  
Further information regarding this statistic can be found on [page 51](#).  
**Source(s):** iResearch; [ID 871581](#)



# PREFERRED E-COMMERCE TYPES IN CHINA AS OF Q2 2017, BY GENDER

**Note:** China; Q2 2017  
Further information regarding this statistic can be found on [page 52](#).  
**Source(s):** Analysys; [ID 856357](#)



# REFERENCES



**E-COMMERCE IN CHINA**



# GROSS MERCHANDISE VOLUME OF CHINA'S E- COMMERCE MARKET FROM 2010 TO 2019 (IN TRILLION YUAN)

## Source and methodology information

Source(s)	iResearch
Conducted by	iResearch
Survey period	2010 to 2015
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	iResearch
Publication date	February 2017
Original source	<a href="http://iresearchchina.com">iresearchchina.com</a>
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecast. According to the source, the data were calculated based on the released financial reports of enterprises, interviews on industries and iResearch's statistical forecasting data. Figures before 2011 have been taken from previous publications. Note: 1 yuan equals about 0.15 U.S. dollars and 0.13 euros (as of May 2018).

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**NUMBER OF EMPLOYEES IN THE E-COMMERCE SEGMENT IN CHINA FROM 2012 TO 2017, BY TYPE (IN 1,000S)**

**Source and methodology information**

Source(s)	100ec.cn
Conducted by	100ec.cn
Survey period	2012 to 2017
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	100ec.cn
Publication date	June 2018
Original source	Chinese E-commerce market data monitoring report 2017, page 11
Website URL	<a href="#">visit the website</a>

**Notes:**

n.a.

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# NUMBER OF LISTED COMPANIES IN E-COMMERCE IN CHINA IN 2018, BY CATEGORY

## Source and methodology information

Source(s)	100ec.cn; Guangdong E-commerce Association
Conducted by	100ec.cn
Survey period	July 2018
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Guangdong E-commerce Association
Publication date	July 2018
Original source	gd-eca.org.cn
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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## TRANSACTION VOLUME OF B2B E-COMMERCE IN CHINA FROM 2012 TO 1ST HALF 2018 (IN TRILLION YUAN)

### Source and methodology information

Source(s)	100ec.cn
Conducted by	100ec.cn
Survey period	2012 to H1 2018
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	100ec.cn
Publication date	September 2018
Original source	China's E-commerce Market Data Monitoring Report H1 2018
Website URL	<a href="#">visit the website</a>

### Notes:

Note: 1 yuan equals approximately 0.15 U.S. dollars and 0.13 euros (as of February 2019). Earlier figures have been taken from previous publications.

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# REVENUE OF CHINA'S B2B E-COMMERCE MARKET FROM 2012 TO 1ST HALF 2018 (IN BILLION YUAN)

## Source and methodology information

Source(s)	100ec.cn
Conducted by	100ec.cn
Survey period	2012 to H1 2018
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	100ec.cn
Publication date	September 2018
Original source	China E-Commerce Market Data Monitoring Report H1 2018, page 6
Website URL	<a href="#">visit the website</a>

## Notes:

Note: 1 yuan equals approximately 0.15 U.S. dollars and 0.13 euros (as of February 2019).

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**REVENUE OF SMALL TO MEDIUM  
 SIZE ENTERPRISES' B2B E-  
 COMMERCE PLATFORMS IN CHINA  
 FROM 2012 TO 2020 (IN BILLION  
 YUAN)**

**Source and methodology information**

Source(s)	iResearch
Conducted by	iResearch
Survey period	2012 to 2016
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	iResearch
Publication date	February 2018
Original source	iresearchchina.com
Website URL	<a href="#">visit the website</a>

**Notes:**

\*Estimate. Note: 1 yuan equals approximately 0.15 U.S. dollars and 0.13 euros (as of January 2019).

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# MARKET SHARE OF B2B E-COMMERCE PLATFORMS IN CHINA IN 1ST HALF 2018

## Source and methodology information

Source(s)	Analysys; China Internet Watch; China e-Business Research Center
Conducted by	Analysys; China e-Business Research Center
Survey period	H1 2018
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	China Internet Watch; China e-Business Research Center
Publication date	September 2018
Original source	Chinese E-commerce market data monitoring report H1 2018, page 22
Website URL	<a href="#">visit the website</a>

## Notes:

*n.a.*

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# DISTRIBUTION OF ONLINE RETAIL MARKET IN CHINA FROM 2011 TO 2020, BY TYPE

## Source and methodology information

Source(s)	iResearch; Fung Business Intelligence Centre
Conducted by	iResearch
Survey period	2011 to 2017
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Fung Business Intelligence Centre
Publication date	October 2018
Original source	Spotlight on China Retail - October 2018
Website URL	<a href="#">visit the website</a>

## Notes:

\*Estimate.

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**GROSS MERCHANDISE  
 VOLUME (GMV) OF CHINA'S  
 ONLINE SHOPPING MARKET  
 FROM 2013 TO 2020 (IN  
 TRILLION YUAN)**

**Source and methodology information**

Source(s)	iResearch
Conducted by	iResearch
Survey period	2013 to 2016
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	iResearch
Publication date	February 2018
Original source	iresearchchina.com
Website URL	<a href="#">visit the website</a>

**Notes:**

\*Forecast. Excludes download of paid digital products, airline tickets and online bill payments. According to the source, the data were calculated based on the released financial reports of enterprises, interviews with industry experts and iResearch's statistical forecasting data. Size of online shopping market indicates the sum of B2C and C2C shopping websites, and transactions like download of paid digital products, air tickets and online bill payments are excluded. Note: 1 yuan equals approximately 0.15 U.S. dollars and 0.13 euros (as of May 2018).

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## VALUE OF THE ONLINE RETAIL SALES IN GOODS IN CHINA IN 2017, BY REGION (IN BILLION YUAN)

### Source and methodology information

Source(s)	National Bureau of Statistics of China
Conducted by	National Bureau of Statistics of China
Survey period	2017
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	National Bureau of Statistics of China
Publication date	October 2018
Original source	China Statistical Yearbook 2018
Website URL	<a href="#">visit the website</a>

### Notes:

Note: 1 yuan equals approximately 0.15 U.S. dollars and 0.13 euros (as of February 2019).

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**GROSS MERCHANDISE  
 VOLUME SHARE OF ONLINE  
 RETAIL B2C MARKET IN CHINA  
 IN 3RD QUARTER 2018, BY  
 PLATFORM**

**Source and methodology information**

Source(s)	China Internet Watch; Analysys
Conducted by	Analysys
Survey period	Q3 2018
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	China Internet Watch
Publication date	January 2019
Original source	chinainternetwatch.com
Website URL	<a href="http://chinainternetwatch.com">visit the website</a>

**Notes:**

n.a.

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## TRADE VOLUME OF CHINA'S CROSS-BORDER E-COMMERCE PLAYERS FROM 2011 TO 2016 (IN TRILLION YUAN)

### Source and methodology information

Source(s)	100ec.cn
Conducted by	100ec.cn
Survey period	2011 to 2016
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	100ec.cn
Publication date	May 2017
Original source	China E-Commerce Market Data Report 2016, page 59
Website URL	<a href="#">visit the website</a>

### Notes:

Note: 1 yuan equals approximately 0.15 U.S. dollars and 0.13 euro as of July 2017.

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**GROSS MERCHANDISE VOLUME OF  
 CHINA'S CROSS-BORDER IMPORT  
 RETAIL E-COMMERCE FROM 2013  
 TO 2021 (IN BILLION YUAN)**

**Source and methodology information**

Source(s)	iResearch
Conducted by	iResearch
Survey period	2013 to 2017
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	calculation was based on financial reports of enterprises and interviews with experts in iResearch statistical model
Published by	iResearch
Publication date	May 2018
Original source	iresearchchina.com
Website URL	<a href="#">visit the website</a>

**Notes:**

\*Estimate. Note: 1 yuan equals approximately 0.16 U.S. dollars and 0.13 euro as of June 2018.

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# POPULARITY OF CROSS-BORDER E-COMMERCE PLATFORMS IN CHINA AS OF DECEMBER 2017

## Source and methodology information

Source(s)	iiMedia Research
Conducted by	iiMedia Research
Survey period	December 2017
Region(s)	China
Number of respondents	2,253
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	iiMedia Research
Publication date	February 2018
Original source	2017-2018 China cross-border e-commerce market research report
Website URL	<a href="#">visit the website</a>

## Notes:

*n.a.*

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## SHARE OF PRODUCTS PURCHASED ON CROSS-BORDER E-COMMERCE PLATFORMS IN CHINA BETWEEN MARCH 2017 AND MARCH 2018, BY CATEGORY

## SHARE OF PRODUCTS BOUGHT ON CROSS-BORDER E-COMMERCE SITES IN CHINA 2017-2018, BY TYPE

### Source and methodology information

Source(s)	iResearch; Fung Business Intelligence Centre
Conducted by	iResearch; Fung Business Intelligence Centre
Survey period	March 2017 to March 2018
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Fung Business Intelligence Centre
Publication date	October 2018
Original source	Spotlight on China Retail - Issue 8, page 6
Website URL	<a href="#">visit the website</a>

### Notes:

*n.a.*

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# SHARE OF ONLINE SHOPPERS WHO PURCHASE DOMESTICALLY AND CROSS-BORDER IN CHINA IN 2018

## Source and methodology information

Source(s)	PayPal; Ipsos
Conducted by	PayPal; Ipsos
Survey period	March 13 to May 1, 2018
Region(s)	Asia, China
Number of respondents	1000
Age group	18+
Special characteristics	Among online shoppers.
Published by	PayPal
Publication date	July 2018
Original source	PayPal Cross-Border Consumer Research 2018, page 6
Website URL	<a href="#">visit the website</a>

## Notes:

The question was phrased by the source as follows: "Thinking about shopping online, from which of the following country or geographies' websites have you purchased in the past 12 months?".

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# NUMBER OF ONLINE SHOPPERS IN CHINA FROM 2008 TO 2018 (IN MILLIONS)

## Source and methodology information

Source(s)	CNNIC
Conducted by	CNNIC
Survey period	2008 to 2018
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CNNIC
Publication date	February 2019
Original source	43rd Statistical Report on Internet Development in China February 2019, page 27
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# PENETRATION RATE OF ONLINE SHOPPING IN CHINA FROM 2008 TO 2018

## Source and methodology information

Source(s)	CNNIC
Conducted by	CNNIC
Survey period	2008 to 2018
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CNNIC
Publication date	February 2019
Original source	43rd Statistical Report on Internet Development in China February 2019, page 27
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

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# DIGITAL BUYER PENETRATION IN CHINA FROM 2017 TO 2023 (IN PERCENT)

## Source and methodology information

Source(s)	Statista
Conducted by	Statista
Survey period	2018
Region(s)	<i>n.a.</i>
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	March 2019
Original source	Digital Market Outlook
Website URL	<a href="#">visit the website</a>

## Notes:

The e-commerce market includes the sale of physical goods via a digital channel to a private end user (B2C). This comprises purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile devices such as smartphones and tablets. The main sales channels are cross-brand online mail order companies and the online shops of individual companies. All monetary figures refer to the annual gross revenue and do not factor in shipping costs. The exact definition of the eCommerce market can be found here . Information on the methodology can be found under the link .

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# AGE DISTRIBUTION OF E-COMMERCE APP USERS IN CHINA AS OF FEBRUARY 2018


## Source and methodology information

Source(s)	iResearch
Conducted by	iResearch
Survey period	February 2018
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	iResearch
Publication date	April 2018
Original source	<a href="http://iresearchchina.com">iresearchchina.com</a>
Website URL	<a href="#">visit the website</a>

## Notes:

Calculation was based on online behavior of 400,000 households and offices, excluding public internet cafes.

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**PREFERRED E-COMMERCE TYPES IN CHINA AS OF Q2 2017, BY GENDER**

**Source and methodology information**

Source(s)	Analysys
Conducted by	Analysys
Survey period	Q2 2017
Region(s)	China
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Analysys
Publication date	October 2017
Original source	analysyschina.com
Website URL	<a href="http://analysyschina.com">visit the website</a>

**Notes:**

User data based on the coverage of cumulative 2.07 billion installations and behaviors of over 480 million active users were monitored for this statistic.

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