

## Haitao Shopping - China - February 2016

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“Cross-border online retail is already a significant part of the total online retail market. As more consumers go online and, travel overseas more will become interested in buying foreign products online. This is being helped by government policies promoting online sales, uptake of m-commerce and spread of online payment systems.”  
– Matthew Crabbe, Director of Research, Asia-Pacific

### This report looks at the following areas:

- Is Haitao just a flash-in-the-pan?
- Chinese tourists are potential domestic customers
- Going mobile to stick with Chinese shoppers
- The 'Three Fs' and the 'Three Rs'

This report explains how cross-border online retail has become a significant segment within total online retail, as well as how this is creating new opportunities for sectors that have yet to make significant growth in online retailing, and particularly for more specialist niche products and brands. The report also explores how consumers have, or have not, embraced cross-border online retail, what their attitudes to buying foreign goods are, as well as what the key influences are on how and why they shop for foreign products online. This report also explains what the key market drivers are, and how companies are adapting their strategies in order to take best advantage of the rapidly changing market dynamics.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Overview

What you need to know

Products/ themes covered in this report

### Executive Summary

The market

Figure 1: China – Total historical and forecast cross-border online retail sales, 2010-20

Companies and brands

Figure 2: China – Leading self-operated B2C retail websites estimated market share, 2015

The consumer

Key consumer groups

Figure 3: Target groups of Consumer attitudes to shopping for foreign products online, November 2015

Purchasing of foreign products

Figure 4: Consumer purchasing of foreign products by location of retail channel type, November 2015

Type of products by country

Figure 5: Type of imported products bought online by country of origin, November 2015

Factors affecting channel choice

Figure 6: Factors influencing consumers when choosing which website to buy imported products from, November 2015

Overseas versus domestic websites

Figure 7: Channel choice factors compared between overseas and domestic shopping websites, November 2015

Influences on Haitao behaviour

Figure 8: Influences on consumer thinking when shopping for foreign products online, November 2015

Attitudes to Haitao shopping

Figure 9: Consumer attitudes to shopping for foreign products online, November 2015

What we think

### Issues and Insights

Is Haitao just a flash-in-the-pan?

The facts

The implications

Chinese tourists are potential domestic customers

The facts

The implications

Going mobile to stick with Chinese shoppers

The facts

The implications

The 'Three Fs' and the 'Three Rs'

The facts

The implications

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## The Market – What You Need to Know

Haitao catching up with B2C online retail

Market driven by online retail and overseas travel growth

## Market Size and Forecast

### Introduction

Figure 10: China – Total historical and forecast retail sales, 2010-20

Figure 11: China – Total historical and forecast online retail sales, 2010-20

Figure 12: China – Total historical and forecast cross-border online retail sales, 2010-20

## Market Drivers

### Online growth fuels cross-border expansion

Figure 13: China – Total online retail compared to US total online retail, 2011-15

### Cross-border sales plateau within total online

Figure 14: China – Total retail sales, total online retail sales and total cross-border online retail sales compared, 2011-15

### Overseas travel boom

Figure 15: Consumer purchasing of foreign products by location of retail channel type, November 2015

### National online product 'marquees' work!

### China's Government promotes Internet+

### Sectors of the online retail market

Figure 16: China – Total online retail sales by sector, 2011-15

### Relative significance of online retail sectors

Figure 17: China – Percentage breakdown of total online retail sales by sector, 2013-15

### Rising significance of m-commerce

Figure 18: China – Mobile online retail as a proportion of total B2C online retail, 2011-15

### Haitao sectors differ from total market

Figure 19: Type of imported products bought online by country of origin, November 2015

### Online payment uptake key to online retail growth

Figure 20: China – Electronic payment volume and value via banking institutions, by type of channel, 2013/14

## Key Players – What You Need to Know

The big portal shares have plateaued

Specialist online retailers gaining consumer interest

Quickly shifting, staged strategies

## Market Share

### Overall B2C websites dominated by Tmall

Figure 21: China – Leading B2C retail websites estimated market share, 2015

Figure 22: China – Leading B2C retail websites estimated market share change, 2014/15

### Self-operated B2C websites dominated by JD.com

Figure 23: China – Leading self-operated B2C retail websites estimated market share, 2015

Figure 24: China – Leading self-operated B2C retail websites estimated market share change, 2014/15

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Rise of the specialists

## Competitive Strategies

- Do country 'pavilions' still have relevance?
- Combining physical stores with overseas online (O-O2O)
- Can more new platforms lure shoppers away from Tmall?
- Online as a test laboratory for China market entry
- Cross-border online potential for established physical chains

## The Consumer – What You Need to Know

- Key consumer groups
- Purchasing of foreign products
- Type of products by country
- Factors affecting channel choice
- Overseas versus domestic websites
- Influences on Haitao behaviour
- Attitudes to Haitao shopping

## Mintropolitan Shoppers

Mintropolitans make the best shoppers!

Figure 25: Percentage of survey respondents, by consumer classification, November 2015

Figure 26: Reasons for shopping at supermarkets/hypermarkets in the past 6 months, by consumer classification, July 2015

## Key Consumer Groups

Many consumers still need more convincing about Haitao

Figure 27: Target groups of Consumer attitudes to shopping for foreign products online, November 2015

- The Home Market Conservative consumers
  - Who they are
  - What they like
  - How to market to them
- The Trend Avoider consumers
  - Who they are
  - What they like
  - How to market to them
- The Seeing is Believing Shopper consumers
  - Who they are
  - What they like
  - How to market to them
- The Haitao Enthusiast consumers
  - Who they are
  - What they like
  - How to market to them

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## Purchasing of Foreign Products

### Overseas still lags domestic online shopping

Figure 28: Consumer purchasing of foreign products by location of retail channel type, November 2015

### Overseas still lags domestic online shopping

Figure 29: Consumer purchasing of foreign products by location of retail channel type, by age group and gender, November 2015

Figure 30: Consumer purchasing of foreign products by location of retail channel type, by monthly personal income group, November 2015

## Type of Products by Country

### Country significance varies greatly by sector

Figure 31: Type of imported products bought online by country of origin, November 2015

### Food and drinks

Figure 32: Food and drinks products bought online by country of origin, November 2015

Figure 33: Consumers who had bought food and drinks products online by country of origin, November 2015

### Clothing and footwear

Figure 34: Clothing and footwear products bought online by country of origin, November 2015

Figure 35: Consumers who had bought clothing and footwear products online by country of origin, November 2015

### Beauty and personal care products

Figure 36: Beauty and personal care products bought online by country of origin, November 2015

Figure 37: Consumers who had bought beauty and personal care products online by country of origin, November 2015

### Personal electronics

Figure 38: Personal electronics products bought online by country of origin, November 2015

Figure 39: Consumers who had bought personal electronics products online by country of origin, November 2015

### Household electronic appliances

Figure 40: Household electronic appliances bought online by country of origin, November 2015

Figure 41: Consumers who had bought household electronic appliances online by country of origin, November 2015

### Baby food and products

Figure 42: Baby food and products bought online by country of origin, November 2015

Figure 43: Consumers who had bought baby food and products online by country of origin, November 2015

## Factors Affecting Channel Choice

### Quality and price dominate channel choice

Figure 44: Factors influencing consumers when choosing which website to buy imported products from, November 2015

### Demographic differences in channel choice factors

Figure 45: Factors influencing consumers when choosing which website to buy imported products from, by gender and age group, November 2015

### What this section should include

Figure 46: Factors influencing consumers when choosing which website to buy imported products from, by monthly personal income group, November 2015

## Overseas versus Domestic Websites

### Narrowing differences of perception between foreign/domestic websites

Figure 47: Channel choice factors compared between overseas and domestic shopping websites, November 2015

### Demographic differences in foreign/domestic websites

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Figure 48: Channel choice factors compared between overseas and domestic shopping websites, by age group, November 2015

Figure 49: Channel choice factors compared between overseas and domestic shopping websites, by monthly personal income group, November 2015

## Influences on Haitao behaviour

Trust through familiarity helps lure consumers

Figure 50: Influences on consumer thinking when shopping for foreign products online, November 2015

Familiarity

The excitement of the exotic

The foreign experience factor

Overseas travel a key influencing factor

Figure 51: Influences on consumer thinking when shopping for foreign products online, by gender and age group, November 2015

Figure 52: Influences on consumer thinking when shopping for foreign products online, by monthly personal income group, November 2015

## Attitudes to Haitao shopping

The importance of the '3 Rs': reputation, reviews and recommendation

Figure 53: Consumer attitudes to shopping for foreign products online, November 2015

Reputation

Reviews

Recommendation

The excitement of the foreign

Income shapes consumer attitudes

Figure 54: Consumer attitudes to shopping for foreign products online, by monthly personal income group, November 2015

## Appendix – Market Size and Forecast

Figure 55: China – Total historical and forecast cross-border online retail sales, 2010-20

## Appendix – Methodology and Definitions

Methodology

Fan chart forecast

Mintropolitans

Abbreviations

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