

## Haitao Shopping - China - February 2017

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“Despite rapid growth, the Haitao market is expected to peak soon within China’s overall online retail market. More foreign brands are establishing local online presence, while Haitao is more important for market newcomers to make a name for themselves.”

– **Matthew Crabbe, Director of Research, Asia-Pacific**

This report looks at the following areas:

- **Citizens of the Global Village**
- **Shoppertainment**
- **Making it easier for Chinese shoppers**

China’s Haitao market has grown very rapidly, and still has a lot of room for growth in the future. However, its share of total online retail in China is reaching a peak, because more foreign brands are already now established within the China market, selling either through domestic physical stores, or domestic online shopping websites.

This situation means that foreign brands must now work harder to differentiate within the market to grab consumer interest and offer a more memorable, exciting experience. Innovations in marketing are already being seen in use of online media and gaming within China. As more Chinese people travel abroad, engaging with them in source countries is also becoming both more possible and important.

Customer service and greater convenience are also becoming more important to increasingly discerning Chinese consumers. This is an area where foreign brands and retailers have to catch up with their domestic competitors.

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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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