

中国市场概览 China Market Overview



Cross-border Business

Summary :

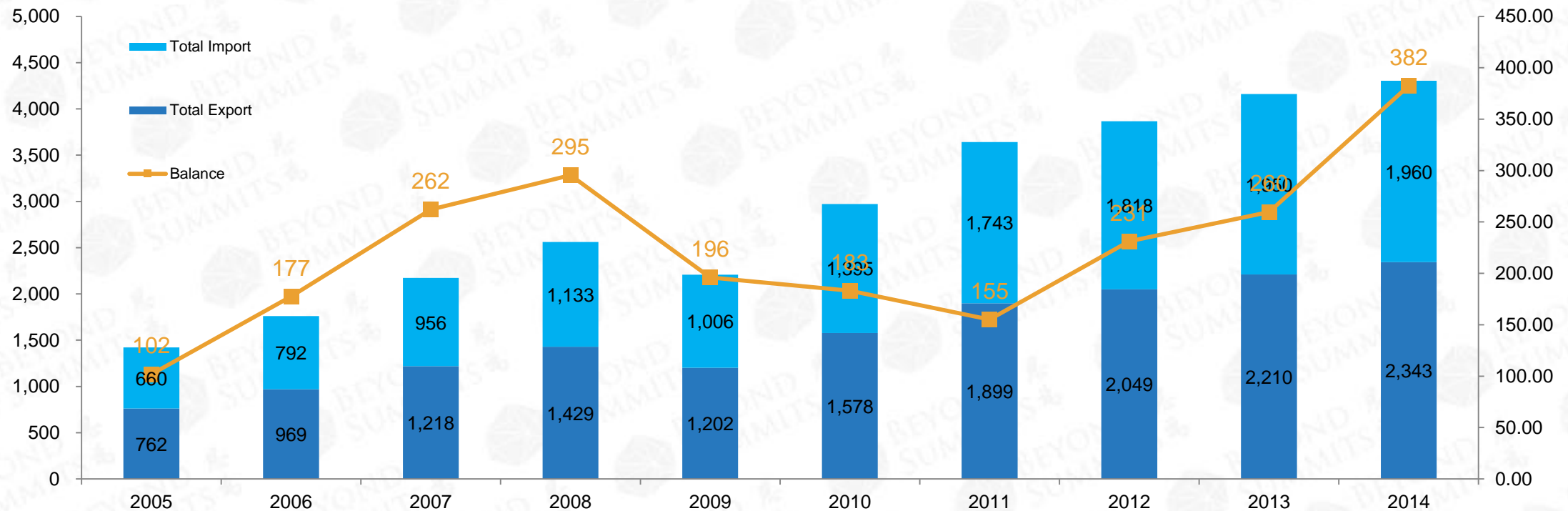
- China's total import and export volume in 2014 reached USD 4.303 trillion, which was up 2.3% from 2013. Trade surplus saw a substantial growth of 45.9%, reaching USD 0.382 trillion to mark a new record.
- China's e-commerce showed strong growth in 2008-2014, and its market scale nearly doubled over the 6 years, ranging from USD 3.2 trillion in 2008 to USD 12.3 trillion in 2014. Cross-border e-commerce has seen an even rapid growth, rising from USD 0.8 trillion in 2008 to USD 4 trillion in 2014.
- It can be expected that the volume of cross-border e-commerce in year 2017 could account for about 20% of China's total volume of export and import, thanks to the publicity of industrial policies, the promotion from industrial participants as well as the optimization of cross-border e-commerce's industrial chain.

Summary :

- With the increasing domestic demand, the import quota of cross-border e-commerce will continuously rise in the next few years. However, affected by the government policies, the import quota of cross-border e-commerce will go up steadily.
- In the light of transaction pattern of Chinese cross-border e-commerce in year 2014, B2B dominated the market. With the changes of the subjects of cross-border trades, cross-border trade orders appeared to be more fragmentation and be smaller amount. Hence, the volume of B2C transaction will be promoted.
- The three most popular categories of overseas products are apparel & footwear, cosmetics and baby products. Nowadays, Chinese online shoppers have great demand for overseas medium/high-end products. This trend can be attributed to the increased income of Chinese online shoppers as well as their great demand for the products which are cheaper, quality-guaranteed and hard to get in domestic websites. Overseas shopping by Chinese online shoppers is a chance for overseas brands.

China's total import and export volume in 2014 reached USD 4.303 trillion, which was up 2.3% from 2013. Amongst it, export increased 4.9% to USD 2.343 trillion; import dropped 0.6% to USD 1.96 trillion; trade surplus saw a substantial growth of 45.9%, reaching USD 0.382 trillion to mark a new record.

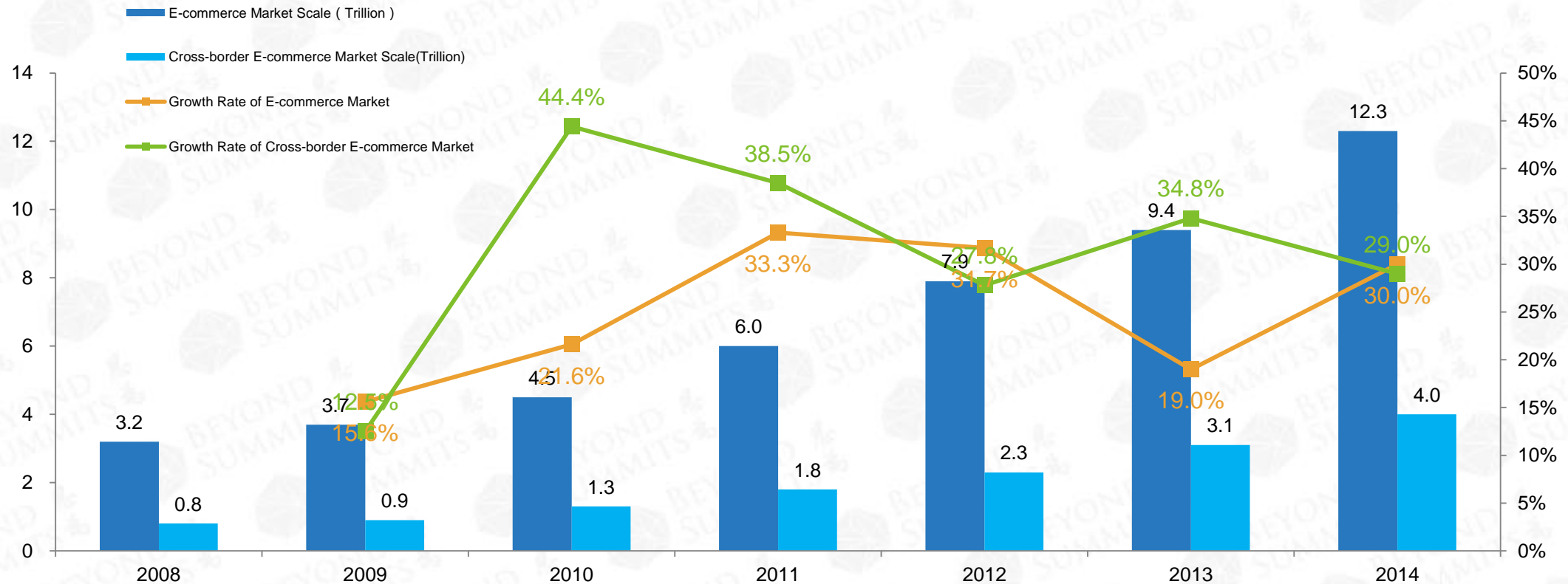
China's Import & Export Value(2005-2014)(Billion USD)



Source : General Administration of Customs of the People's Republic of China

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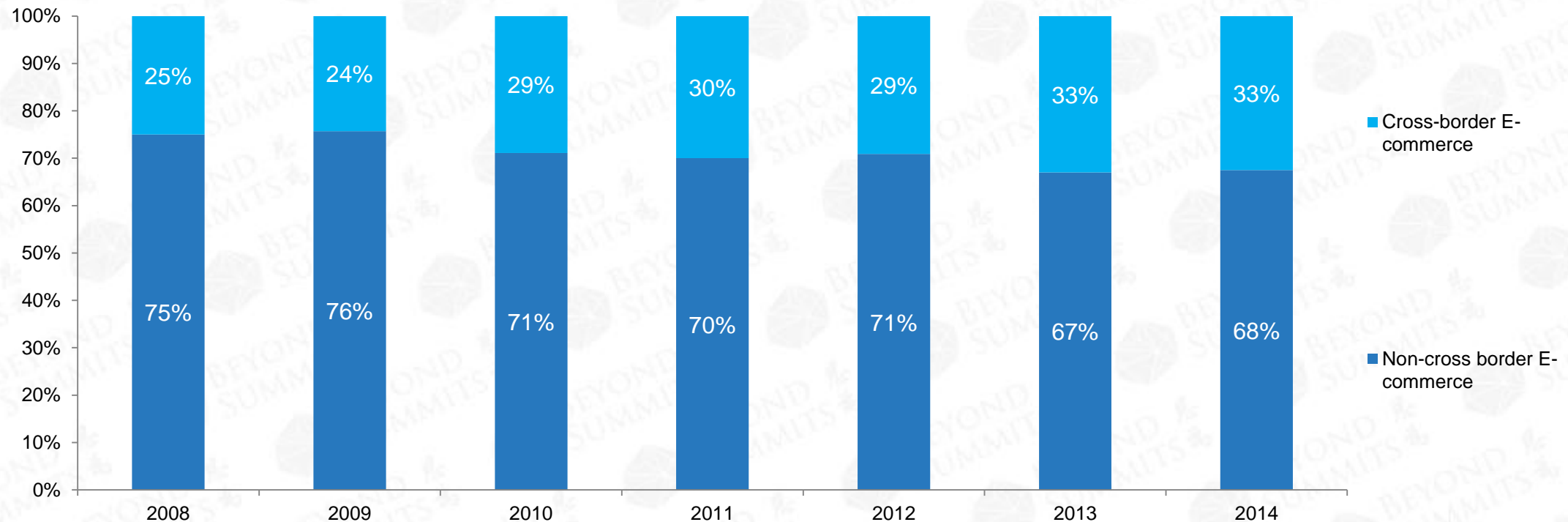
China's Import & Export Value(2005-2014)(Trillion USD)



Source : Ministry of Commerce of the People's Republic of China

From 2008 to 2014, cross-border e-commerce had a larger share in overall e-commerce, with an increase of 25% in 2008 to 32.5% in 2014. It is estimated that share of cross-border e-commerce will continue to go up in the coming years.

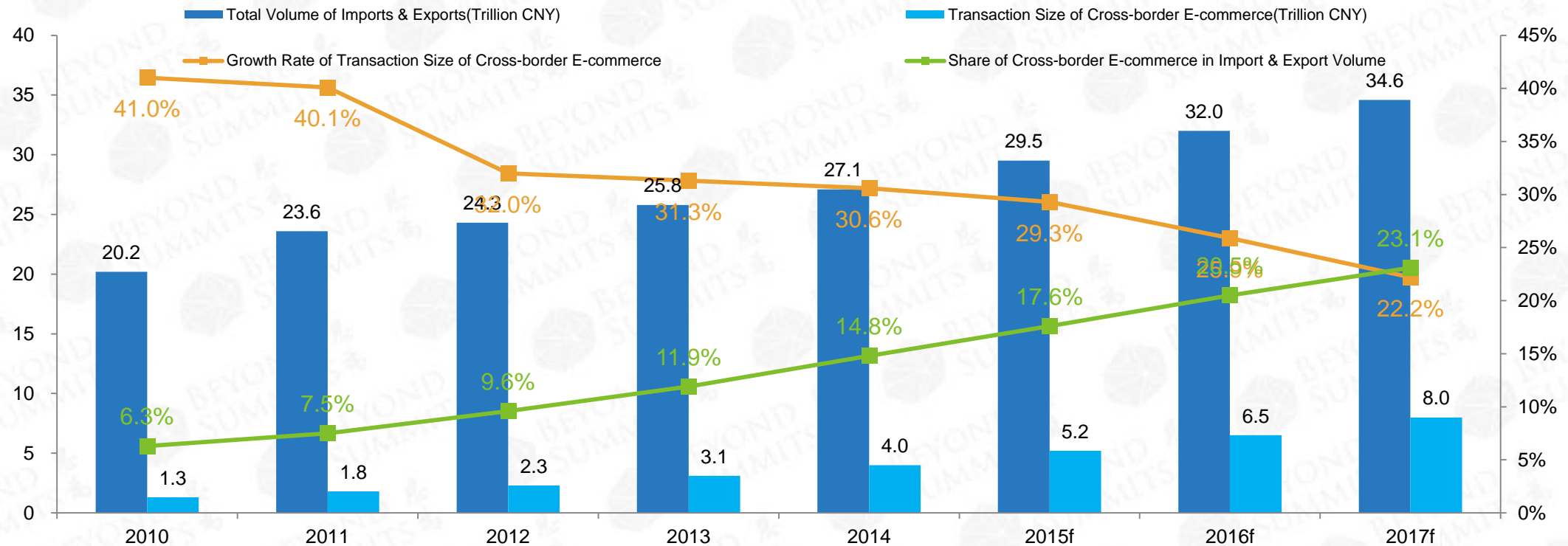
Share of Cross-border E-commerce in Overall E-commerce(2008-2014)



Source : Ministry of Commerce of the People's Republic of China

China's total transactions of cross-border e-commerce in 2014 reached 4 trillion RMB, taking 14.8% of total export trade. Along with the launch of policies, active promotion of participants and improvement of cross-border e-commerce chain, cross-border e-commerce is expected to constitute 20% of the total import and export trades.

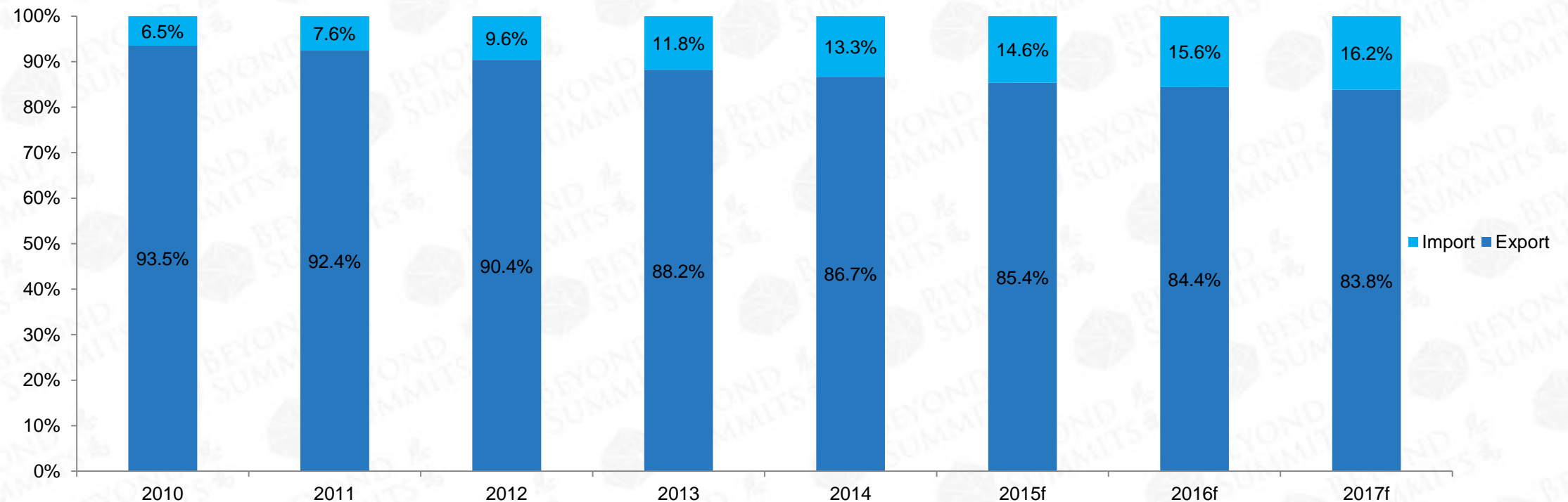
China's Import & Export Trade and Total Volume of Cross-border E-commerce Transaction Since 2010



Source : National Bureau of Statistics of the People's Republic of China

As per the import structure of China's cross-border e-commerce in 2014, export represented 86.7% of the total. Despite the late start of China's cross-border e-commerce, import share in the total is estimated to keep rising in the near future. Yet influenced by policies, import share of cross-border e-commerce will gradually grow.

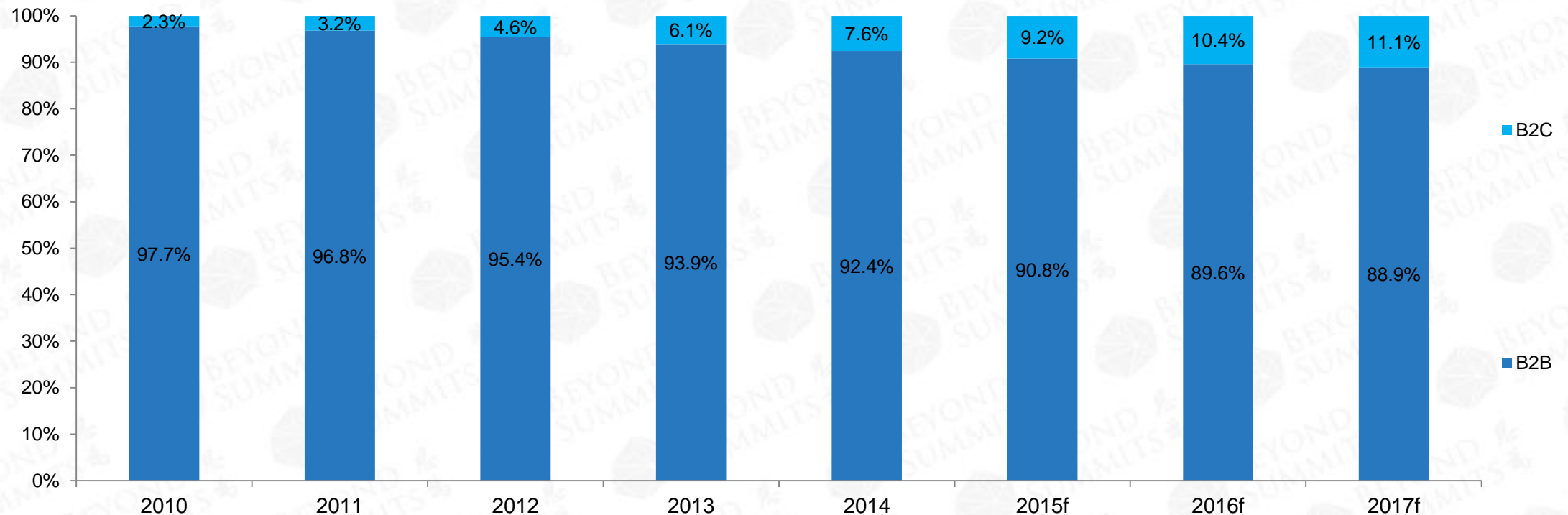
Import & Export in China's Cross-border E-commerce Since 2010



Source : National Bureau of Statistics of the People's Republic of China

In terms of transaction mode of China's Cross-border E-commerce, B2B holds dominant position. As players of cross-border trade have changed, the cross-border transactions become increasingly fragmented and favor small sum. Therefore, B2C will see a growth and is expected to reach 11% of China's total cross-border transactions in 2017.

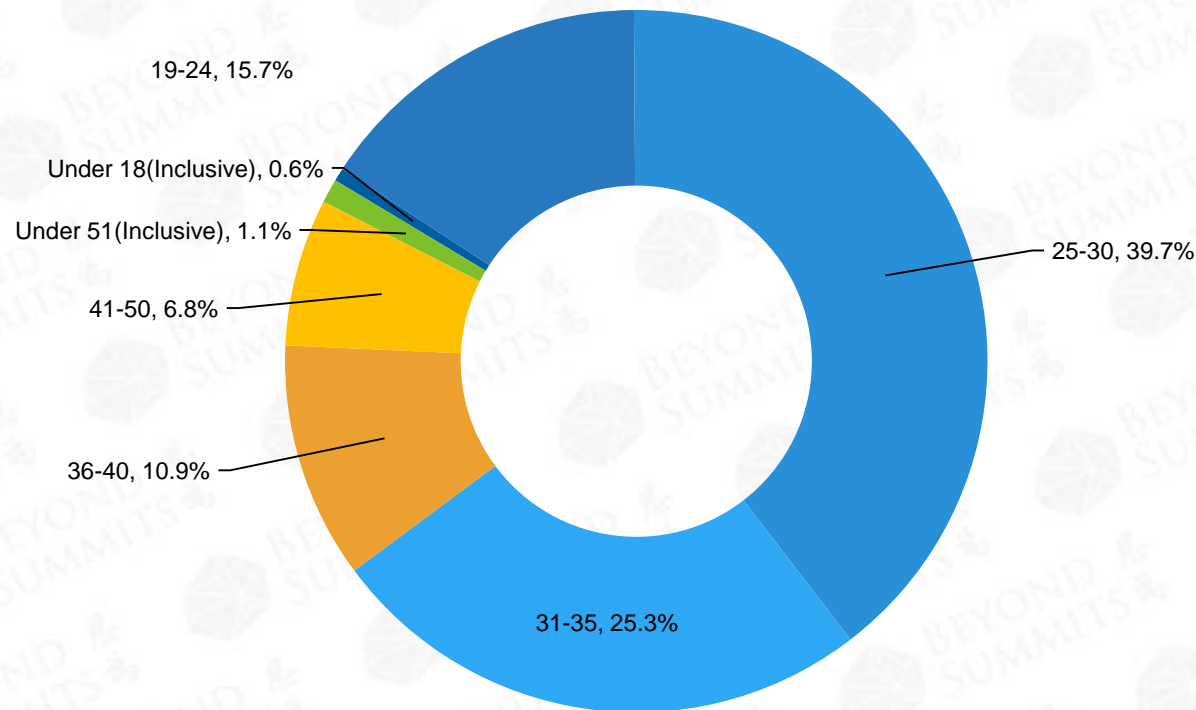
B2B & B2C of China's Cross-border E-commerce Structure since 2010



Source : National Bureau of Statistics of the People's Republic of China

In 2014, over 80% of China's cross-border online shoppers were 19-35 years old. On the one hand, 65% of online shoppers looking for foreign goods are 25-35; on the other hand, overall users tend to be younger, with users below 35 exceeding 80% of the cross-border online shoppers.

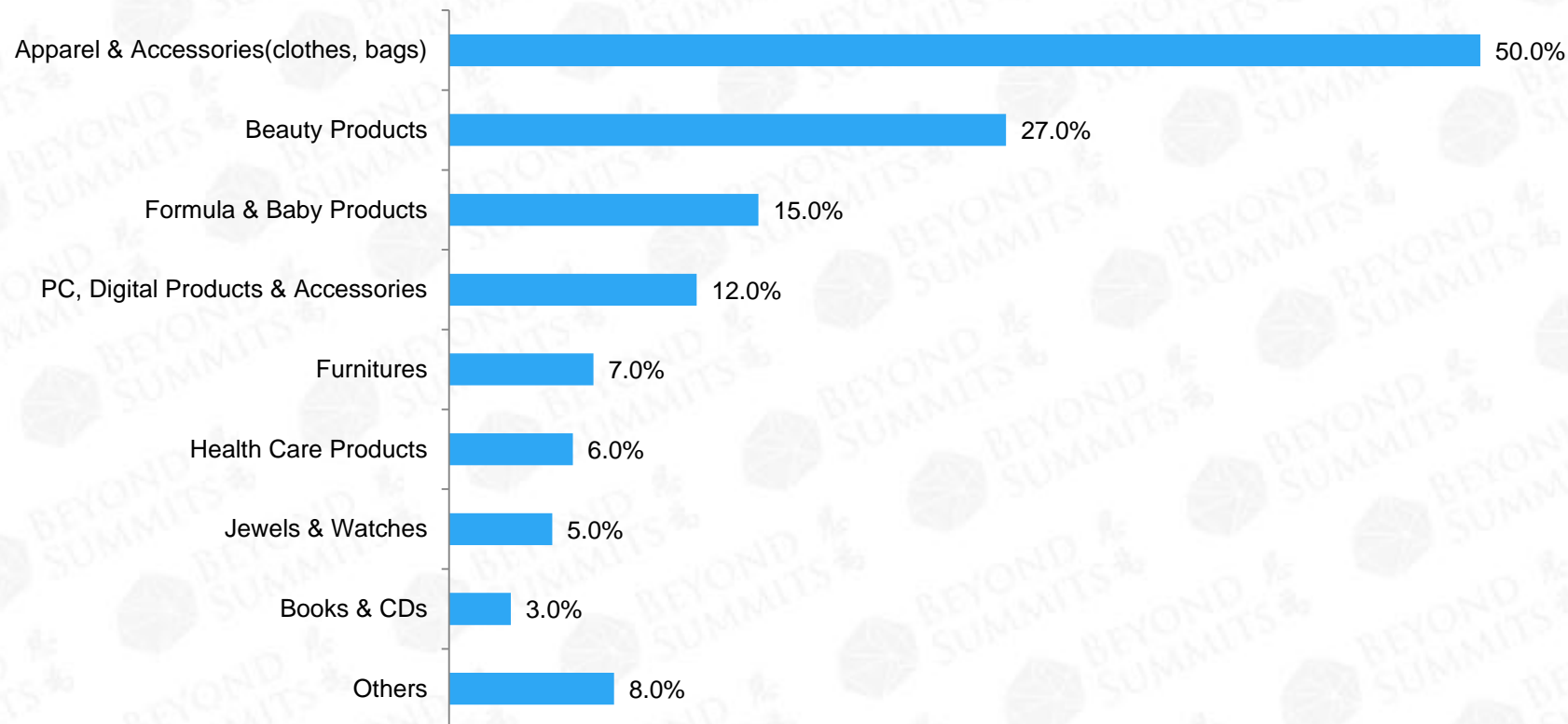
China's Cross-border Online Shoppers' Age Structure(2014)



Source: Data from Internet Research

Users' favorite foreign goods include clothing, cosmetics and baby products. As online shoppers' income increase, they will have a stronger demand for mid-premium brands. For overseas brands, overseas consumption is a chance to enter into China market.

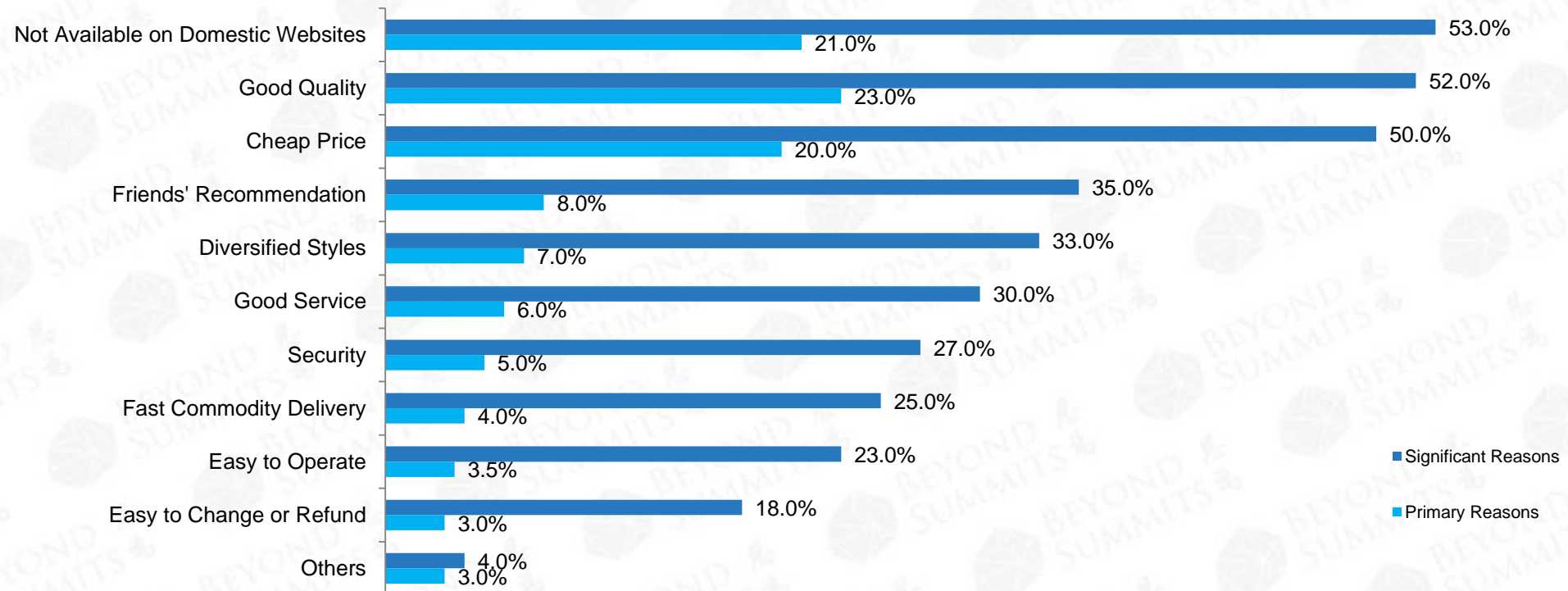
Commodity Category of Online Overseas Purchasing(2014)



Source : Data from Internet Research

The main reasons for Chinese online shoppers to purchase goods overseas: not available on domestic websites; good quality; cheap price.

Reasons of Chinese Online Shoppers' Preference for Oversea Goods(2014)



Source : Data from Internet Research

2015 China Overview, covering Chinese economy, media and markets, is a set of yearly research report conducted and published by Beyond Summits Ltd, a leading all-media total solution provider focused on cross-border brand building & destination marketing in China. This report aims to summarize domestic industries' status in 2015, introduce Chinese market knowledge to overseas stakeholders, and propose Chinese market insights. The whole set of China Overview includes 20 sub-topics including economy, city, people, the rich, luxury, investment, auto, tourism, immigration and cross-border business, as well as Chinese all media, internet, mobile internet, social media, TV, radio, print, OOH, movie and airport.

This report is the full version of 2014-2015 China Overview Cross-Border Business Market Report. More reports can be downloaded from Beyond Summits' official website link: http://www.beyondsummits.com/reports_downloading

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