

# China Online shopping market Development Report

## 2008

This report will provide you with the latest and comprehensive information about China Online shopping market. The report is comprised of several parts; they are the determinants of China's online shopping market, the current status, major groups, profit model, the competition pattern and the key issues to success. This report contains the research conducted by senior iResearch analysts which is based on the industry data we collected in the past several years, the comprehensive desktop research and in-depth interviews focused on VIP in the related industries.

### Abstract:

- **Online shopping is still showing strong development momentum without suffering from financial crisis.**

According to iResearch, online shopping, which has become one of the fastest growing industries of online economy, is still experiencing an explosive growth in the year 2008. Basically speaking, emergencies, including natural disasters such as snowstorms and earthquakes in the first half year, didn't affect the growth of online shopping. Especially, online shopping has suffered smaller negative effect by the gradual-spread financial turmoil in the second half year, which has instead become a new development opportunity for it. According to iResearch study, online shopping has become a strong supplement to the traditional retail market and a mainstream way of shopping for the young generation.

- **The proportion of online shopping has surmounted 1% in total retail sales of social consumer goods; online shopping has gradually become the supplement of traditional consumption.**

According to iResearch, online shopping, which in nature belongs to retail industry, is a combination product of retail industry and the Internet. As online shopping has an increasing infiltration among consumers and has more importance in enterprises' channel strategy, the online retail market will be accelerated.

- **Characteristics of Taobao users: the most promising young consumer groups.**

According to the data issued jointly by iResearch and Taobao, Taobao users have the following obvious characteristics:

- 1) Large scale
- 2) Younger
- 3) Strong consuming demand
- 4) Great consumption potential

- **Taobao has created 570,000 jobs; the young group is the main employment.**

According to the data of Taobao, Taobao has created 570,000 direct jobs for the society. The distribution of these jobs are as follows:

- 1) Income levels: mainly 1000-2000 Yuan/month
- 2) Geographical distribution: top5 cities account for 70%
- 3) Age distribution: mainly young people

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