

China B2B Online Payment Quarterly Research Report

2008 Q3

This report will provide you with the latest and comprehensive information about China online payment market. The report is comprised of several parts; they are the determinants of China online payment market, the current status, the future trends, the profit module, 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:

According to iResearch study, the scale of third-party online payment market in the third quarter in 2008 has reached 71.8 billion Yuan with an increase of 24.9% period-on-period and an increase of 181.6% year-on-year, which is faster than the growth in the second quarter. iResearch believes that the strong growth of online payment market is driven by payment enterprises' exploration in both key industries and potential industries. The efforts of payment enterprises offset the negative effects that core online payment industry has suffered in the third quarter. iResearch predicts that trade volume of online payment will increase by more than 30% in the fourth quarter in 2008, with a predicted annual volume of 260 billion Yuan.

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