

Business-to-Consumer E-Commerce in China 2017 Market Expected to Grow at CAGR 30.62% and Forecast to 2021

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WiseGuyReports.Com Publish a New Market Research Report On – “Business-to-Consumer E-Commerce in China 2017 Global Market Expected to Grow at CAGR 30.62% and Forecast to 2021”.

The analysts forecast the [B2C e-Commerce Market in China](#) to grow at a CAGR of 30.62% during the period 2016-2020.

Online retail is a part of B2C e-commerce and refers to commerce activities over the Internet. A wide range of products is sold in the B2C e-commerce market, and these broadly fall under one of these product categories: apparel, footwear, and accessories; consumer electronics and electricals; beauty and personal care; infants and mothers; publications; food and beverages; and other products.

The sheer consumption potential of China has resulted in the country gaining the interest of retailers across the world. While traditional retailing has a significant hold in the retail space in the country, e-commerce has gained considerable traction in the last few years. Within the e-commerce space, the B2C space in particular has been the interest of global heavyweights such as Amazon and Alibaba, which are active in multiple verticals in the online retailing space.

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Covered in this report

The report covers the present scenario and the growth prospects of the B2C e-Commerce Market in China for 2016-2020. To calculate the market size, the report considers the revenue generated from the online business-to-consumer sales of products such as apparel, footwear, accessories, consumer electronics and electricals, cosmetics, food and beverages, infants and mothers, publications and others.



The report, B2C e-Commerce Market in China 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- Alibaba
- Dangdang
- JD.com
- Suning (Suning Commerce Group)
- Vipshop

Other prominent vendors

- Amazon China
- Best Buy
- GOME
- Jumei
- LightInTheBox
- Overstock
- Rakuten
- Sun Art
- Walmart
- Yixun

Market driver

- Free shipping and hassle-free returns
- For a full, detailed list, view our report

Market challenge

- Slow pace of growth in payment options
- For a full, detailed list, view our report

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Market trend

- Growth of m-commerce
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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- Growing seasonal sales
- Free shipping and hassle-free returns
- Easy payment options and increase in time poverty

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