

eCommerce in China



1 Lesson

Learn about

China is home to an eCommerce market like no other. With over 500 million online shoppers, it's the largest eCommerce marketplace in the world. In this lesson, we give you an overview of the eCommerce marketplace in China, from customer expectations to payment options. We explore the key platforms you should consider selling through, and the key trends that are defining the marketplace. Finally, we outline some of the steps you should take to increase your likelihood of success when entering the market.

Learn about the buying habits of key consumer groups, the trends and key players that are changing the way Chinese shoppers buy online, and the steps you should take to ensure a smooth entrance into eCommerce in China.

Lesson Overview

Lesson 1

In this lesson you will learn:

- ✓ The buying habits and expectations of key audience groups in China
- ✓ About the key platforms and apps that are defining the ways Chinese consumers buy online
- ✓ How New Retail, online shopping festivals and social media are shaping eCommerce in China
- ✓ The steps you should take to ensure a smooth entrance into eCommerce in China