

Insights into Consumption of Imported Goods in China

- 2016 Tmall Global Annual Data Report

CBNData × TMALL GLOBAL 天猫国际
第一财经商业数据中心

The background of the slide features a blurred image of jewelry displays. In the foreground, there are two mannequin busts wearing necklaces. The necklace on the left has a large, ornate pendant. The necklace on the right has a cluster of small, round pendants. The background is a soft, out-of-focus image of a jewelry store interior with more displays and lighting.

CONTENTS

01

An Overview of Imported Goods Consumption in China

02

Consumer Groups:
Expansion of consumer population of Imported Goods

03

Consumption Upgrade:
Growing Accustom to Consuming Imported Goods

04

Consumption Motivation:
Diverse Consumer Demands

05

Events: Impact on Import Consumption Decisions

An Overview of Imported Goods Consumption in China



Lifting the tariff will boost cross-border e-commerce consumption. With tariff rate changes, the categories will be more abundant. **Logistics system and business model will be expanded following the trend of an increase in the choices of goods.**



Mature stage of cross-border e-commerce

After 2016

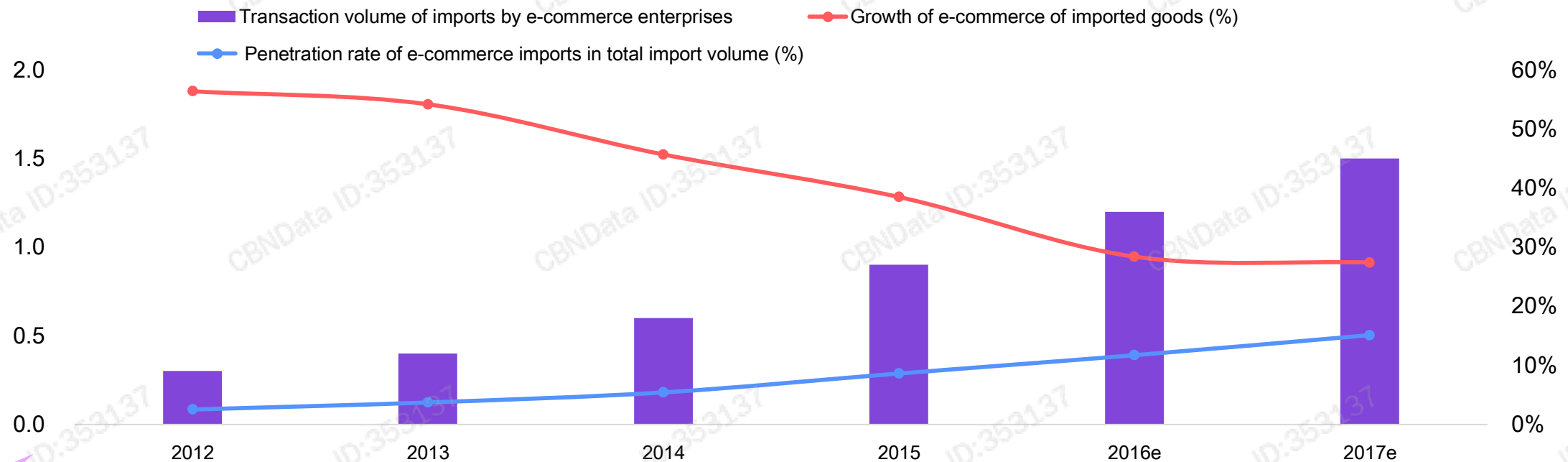
2016.9 Released by *G20 Global Trade Growth Strategies*
Released by B20 *2016 B20 Policy Proposal Report*

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Consumption upgrade becomes a new driver for market growth, Chinese consumers' demand for imported goods increases.

- The total volume of imports by e-commerce enterprises maintains a stable growth of more than 30%, and the market enters a period of rapid growth.
- Retail dominates cross-border e-commerce, and the increase of penetration in total imports shows that domestic consumers are increasingly interested in buying imported goods online, shifting from price-sensitive to quality-conscious.

China's cross-border e-commerce between 2012 and 2017e



Source: iResearch

Tmall Global continues to upgrade the supply of imports. Ability to capture china's new wave of middle class consumption will be crucial for future success.



Covered countries and regions

63

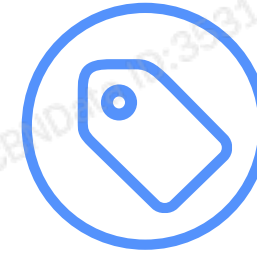
20% new countries of origin joined in



Product categories

3700⁺

1700⁺ categories newly introduced



Introduced brands

14500⁺

80% of them were imported to China for the first time

Note: the data displayed on this page is a comparison with those of Tmall Global in 2015

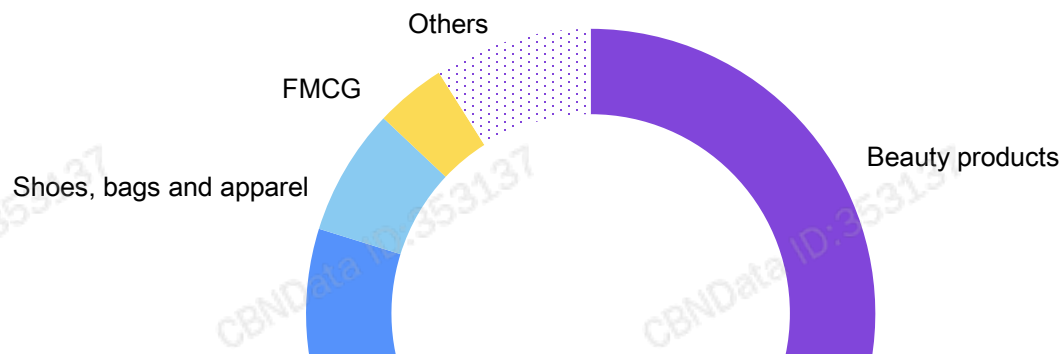
Change in family circumstances, the aspiration to experience new things and quality consciousness are three key motivators for imported goods consumption.



Tmall Global has shown significant cyclical sales growth since its official launch in early 2014; in 2016, the proportion of beauty care products soared, ranking first.

- Food, beauty products and mother&baby products are the main categories driving sales.
- Since 2016, beauty products' share has been soaring and leapt to first place, while FMCG's has risen significantly.

Tmall Global sales in 2016 by product category



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https://www.yunbaogao.cn/report/index/report?reportId=1_17273

