



# Retail E-Commerce in China

February 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Robust growth for retail e-commerce, despite slight slowdown  
Competitive landscape shifts, with Douyin and Pinduoduo gaining ground  
Simplified shopping experiences in e-commerce

PROSPECTS AND OPPORTUNITIES

Sustained high growth projected for retail e-commerce  
Innovation and technological advances set to drive growth in the future  
Hyper-personalised shopping likely to be the future of e-commerce in China

CHANNEL DATA

- Table 1 - Retail E-Commerce by Channel: Value 2019-2024
- Table 2 - Retail E-Commerce by Channel: % Value Growth 2019-2024
- Table 3 - Retail E-Commerce by Product: Value 2019-2024
- Table 4 - Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 5 - Retail E-Commerce GBO Company Shares: % Value 2020-2024
- Table 6 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024
- Table 7 - Forecast Retail E-Commerce by Channel: Value 2024-2029
- Table 8 - Forecast Retail E-Commerce by Channel: % Value Growth 2024-2029
- Table 9 - Forecast Retail E-Commerce by Product: Value 2024-2029
- Table 10 - Forecast Retail E-Commerce by Product: % Value Growth 2024-2029

Retail in China - Industry Overview

EXECUTIVE SUMMARY

Retail in 2024: The big picture  
Digital and social media initiatives drive retail growth  
Shifts in retail channels favour value-based retail and online sales  
What next for retail?

OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
Summary 1 - Standard Opening Hours by Channel Type 2024  
Seasonality  
618 Shopping Festival and Double 11 Shopping Festival  
Shanghai May 5th Shopping Festival

MARKET DATA

- Table 11 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024
- Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024
- Table 13 - Sales in Retail Offline by Channel: Value 2019-2024
- Table 14 - Sales in Retail Offline by Channel: % Value Growth 2019-2024
- Table 15 - Retail Offline Outlets by Channel: Units 2019-2024
- Table 16 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024
- Table 17 - Sales in Retail E-Commerce by Product: Value 2019-2024
- Table 18 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024
- Table 19 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024
- Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 21 - Sales in Grocery Retailers by Channel: Value 2019-2024

Table 22 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024

Table 23 - Grocery Retailers Outlets by Channel: Units 2019-2024

Table 24 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 25 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 27 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024

Table 28 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024

Table 29 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024

Table 30 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 31 - Retail GBO Company Shares: % Value 2020-2024

Table 32 - Retail GBN Brand Shares: % Value 2021-2024

Table 33 - Retail Offline GBO Company Shares: % Value 2020-2024

Table 34 - Retail Offline GBN Brand Shares: % Value 2021-2024

Table 35 - Retail Offline LBN Brand Shares: Outlets 2021-2024

Table 36 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 37 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 38 - Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 39 - Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 40 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 41 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 42 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 43 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 44 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029

Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029

Table 46 - Forecast Sales in Retail Offline by Channel: Value 2024-2029

Table 47 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029

Table 48 - Forecast Retail Offline Outlets by Channel: Units 2024-2029

Table 49 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029

Table 50 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029

Table 51 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029

Table 52 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 54 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029

Table 55 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029

Table 56 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029

Table 57 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 58 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 60 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 62 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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