

# China Brand E-commerce Service Market: Size, Trends & Forecasts (2017-2021)

December 2017



# China Brand E-commerce Service Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

China Market Analysis

Dynamics

Competitive Landscape

Company Profiles

# China Brand E-commerce Service Market: Coverage

## Scope of the Report

Attributes	Details
Title	China Brand E-commerce Service Market: Size, Trends & Forecasts (2017-2021)
Coverage	China
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2017-2021
Competition in the Market	Fragmented
Key Players	Baozun Inc., Rkylin Group, Lily and Beauty, Leqee Inc.

# China Brand E-commerce Service Market

## Executive Summary

Brand e-commerce is a sub category of e-commerce. e-commerce refers to the electronic transaction with the aim to sell or buy products of relatively less known brands as well as established/ well known brands via online mode. Brand e-commerce is the selling or buying of products of popular brands specifically. Branded products in general denote uniqueness and superior quality.

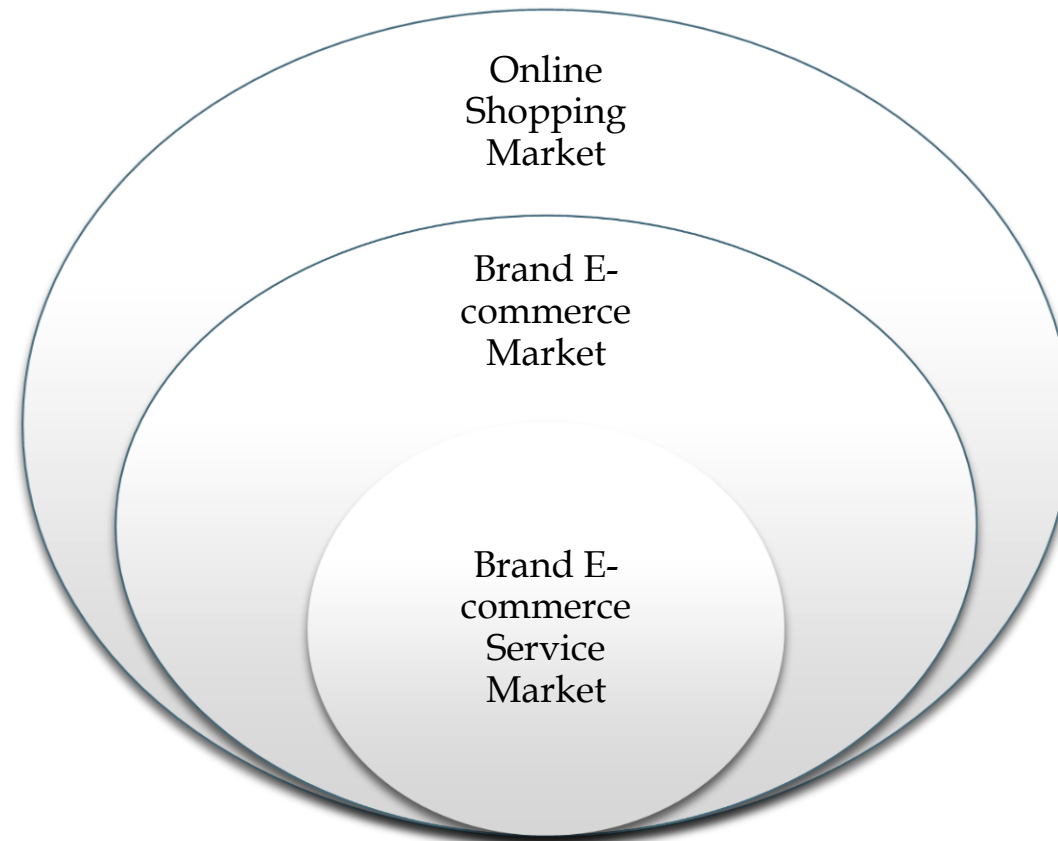
E-commerce service providers offer brands that are keen to build up a strong online presence with a wide range of services such as logistics, IT, warehouse management and customer services. On the other hand, brand e-commerce service provider refers to e-commerce services being given by the provider to more popular and international brands such as Levi, Samsung, Lee and many more.

China brand E-commerce service market is expected to increase at high growth rates during the forecast period (2017-2021). China brand E-commerce market is supported by various growth factors such as increasing disposable income, rise in number of smartphone users, spike in exports/ imports through cross border E-commerce, ease of online payment and reduction in delivery time.

However, E-commerce companies refraining from outsourcing and high degree of reliability on telecommunication infrastructure are some of the challenges faced by the market. Seasonal nature of China E-commerce industry, boom in rural E-commerce and declining GMV concentration are some of the latest trends existing in the market.

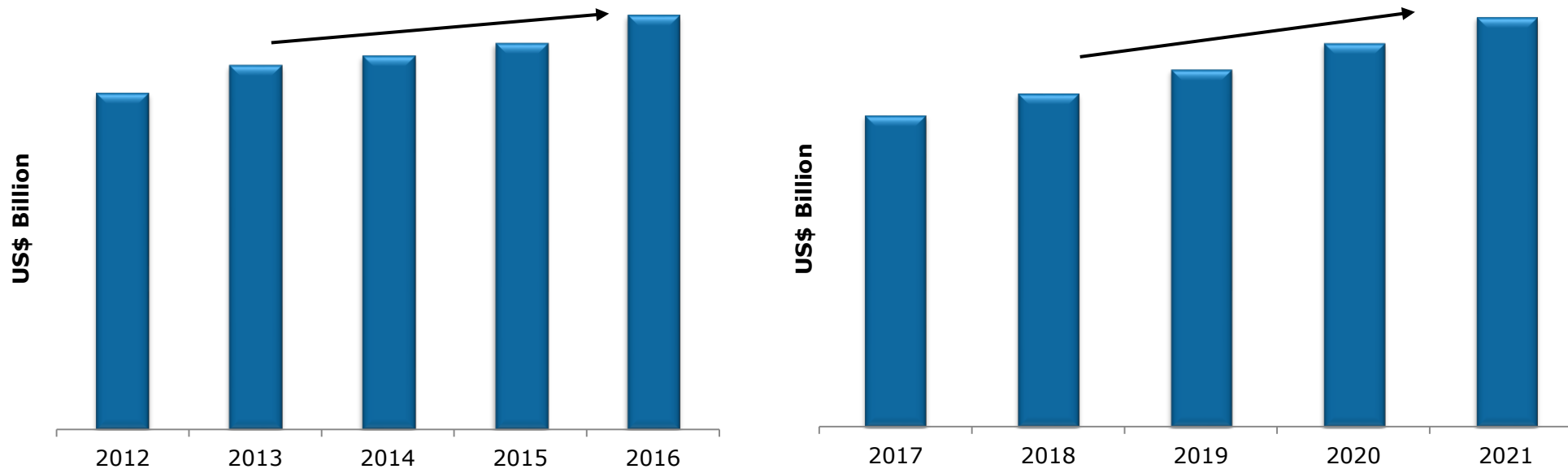
# China Brand E-commerce Service Market

## Market Overview



# China Online Shopping Market: An Analysis

## China Online Shopping Market by GMV

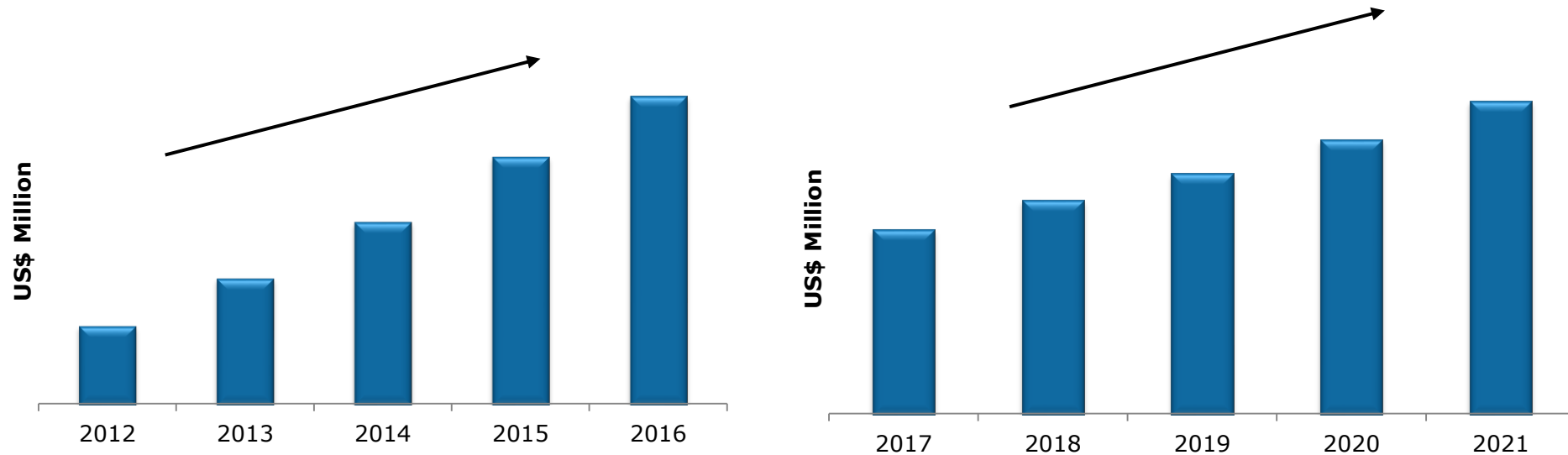


CAGRs	
2012-2016	xx%
2017-2021	xx%

China online shopping GMV increased by ...% and reached to US\$...billion in 2016 compared to US\$... billion in 2015. It is anticipated that the GMV of online shopping in China would reach to US\$... billion in comparison to US\$...billion in 2017 growing at a CAGR of ... % over the years 2017-2021.

# China Brand E-commerce Market: An Analysis

## China Brand E-commerce Market by GMV

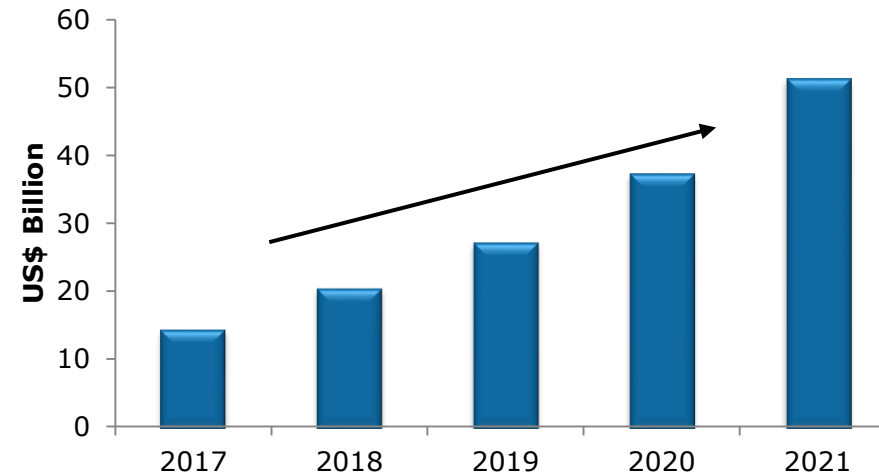
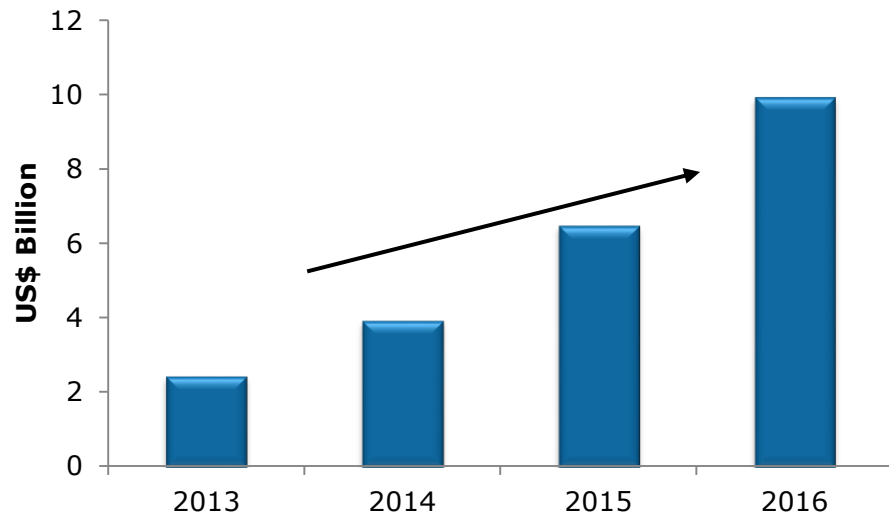


CAGR <sub>s</sub>	
2012-2016	xx%
2017-2021	xx%

The GMV of brand E-commerce in China stood at US\$... billion in 2016 in comparison to US\$...billion in 2015. It is projected that the GMV of brand E-commerce in China would total to US\$...billion by 2021 in contrast to US\$...billion in 2017 exhibiting a CAGR of ...% during the years 2017-2021.

# China Brand E-commerce Service Market: An Analysis

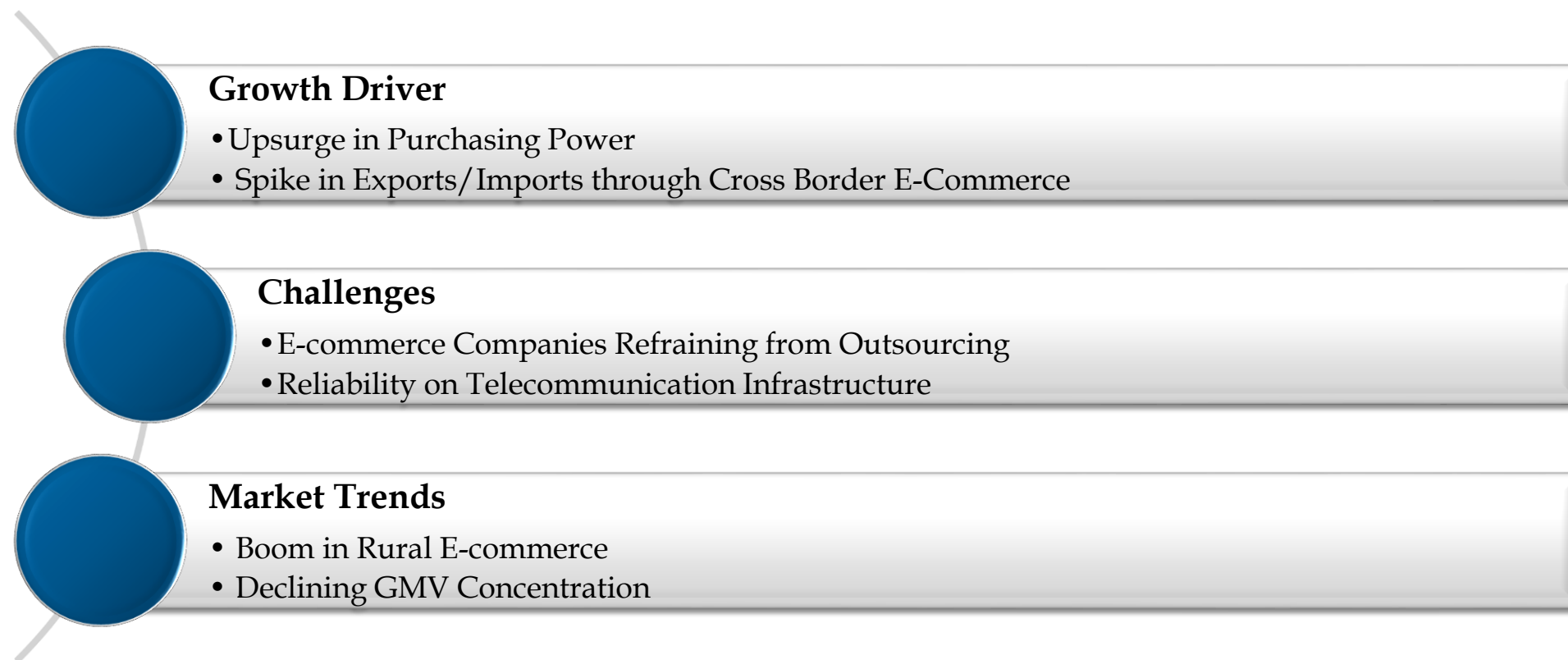
## China Brand E-commerce Service Market by GMV



CAGRs	
2013-2016	xx%
2017-2021	xx%

China brand E-commerce service market GMV was valued at US\$...billion in 2016 up by ...% in comparison to US\$...billion in 2015. It is expected that China brand E-commerce service GMV would reach to US\$...billion in 2021 in comparison to US\$... billion in 2017 posting a massive CAGR of ...% during the forecast period 2017-2021.

# China Brand E-commerce Service Market: Dynamics



# China Brand E-commerce Service Market: Competitive Landscape

## Players Profiled

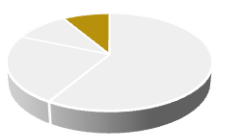
- Baozun Inc.



- Rkylin Group



- Lily and Beauty



- Leqee Inc.



Note: The graphs on this slide are only for sample representation.