

DOSSIER

# E-commerce in China

E-commerce in China

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## **Mobile e-commerce**

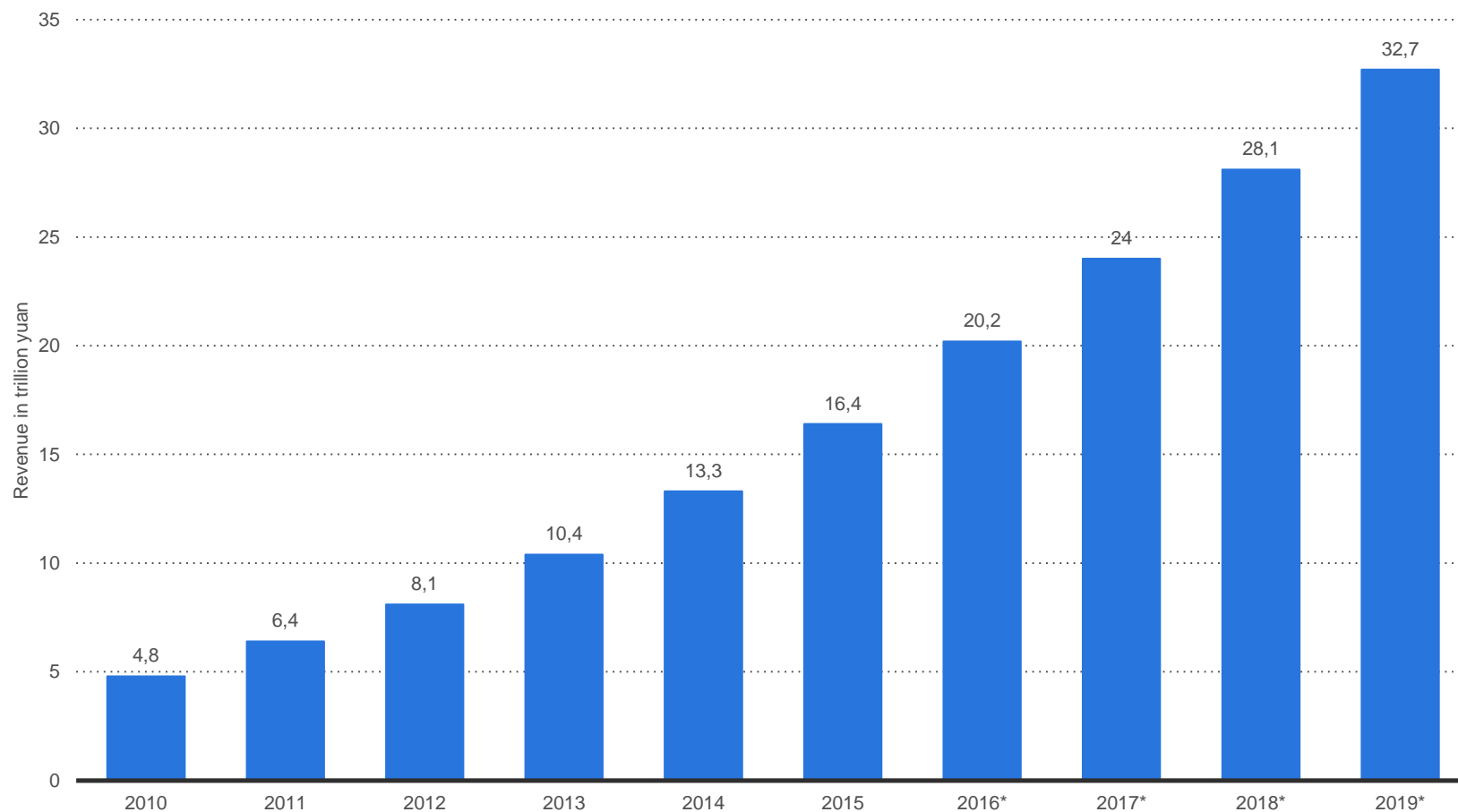
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- [34](#) Breakdown of the m-commerce market in China Q2 2017, by company

E-commerce in China

## **General overview**

Gross merchandise volume of China's e-commerce market 2010-2019

## Gross merchandise volume of China's e-commerce market from 2010 to 2019 (in trillion yuan)



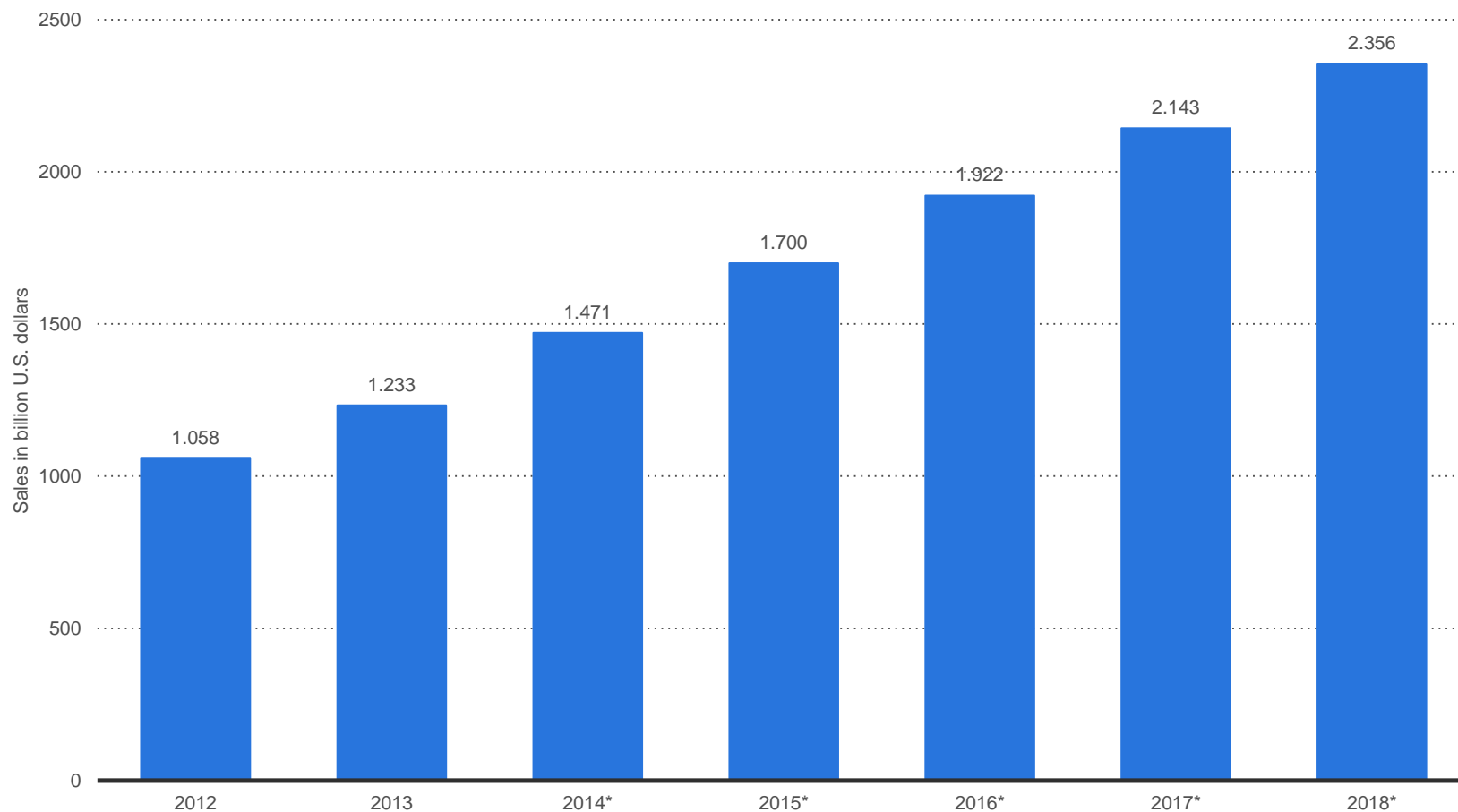
Notes: China; 2010 to 2015

Further information regarding this statistic can be found on [page 36](#).

Source: iResearch; [ID 278552](#)

Global B2C e-commerce sales 2012-2018

## B2C e-commerce sales worldwide from 2012 to 2018 (in billion U.S. dollars)



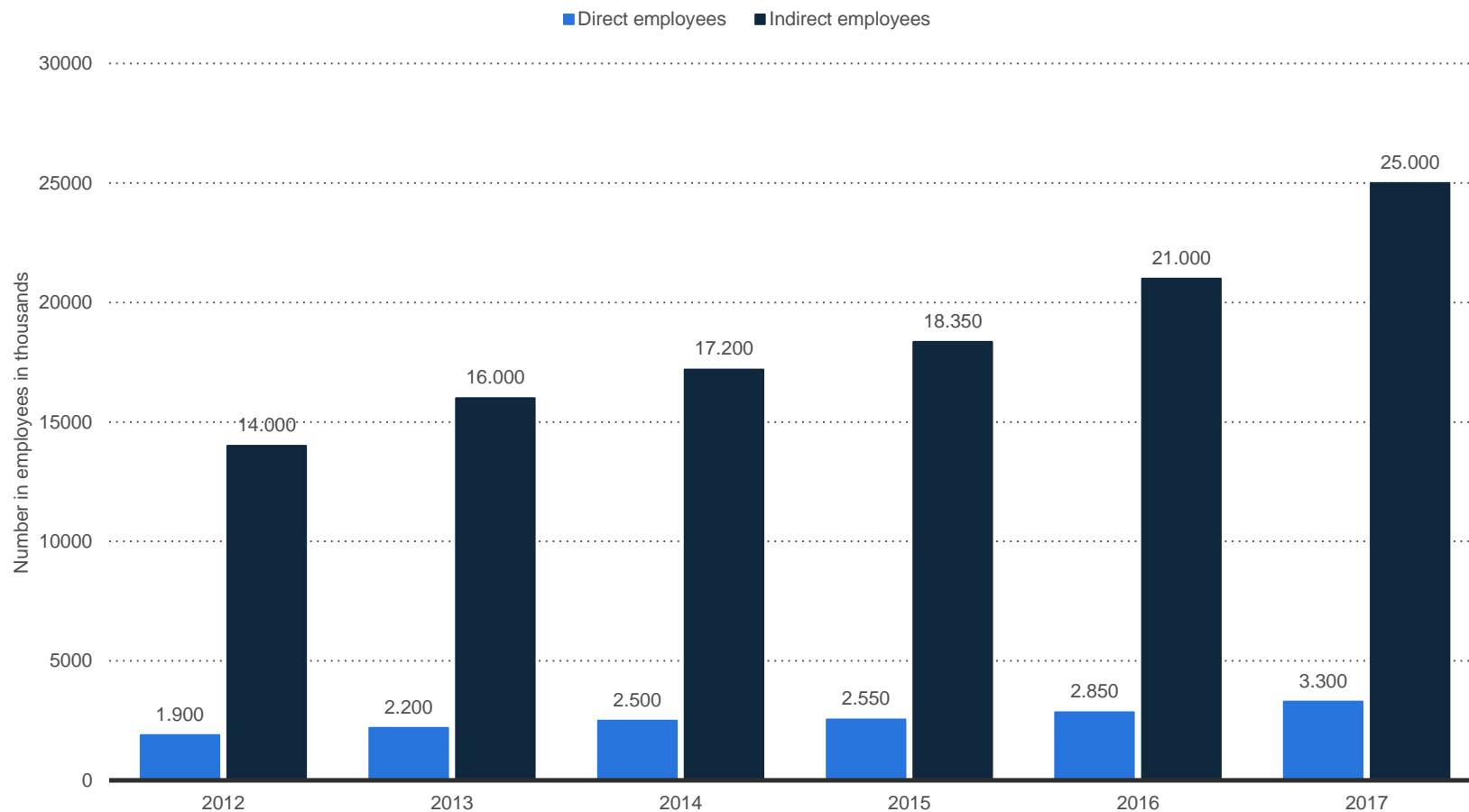
Notes: Worldwide; 2012 to 2014

Further information regarding this statistic can be found on [page 37](#).

Source: eMarketer; MarketingCharts; [ID 261245](#)

Number of employees in the e-commerce segment China 2012 - 2017

## Number of employees in the e-commerce segment in China from 2012 to 2017 (in 1,000s)



Notes: China; 2012 to 2017

Further information regarding this statistic can be found on [page 38](#).

Source: 100ec.cn; [ID 243872](#)

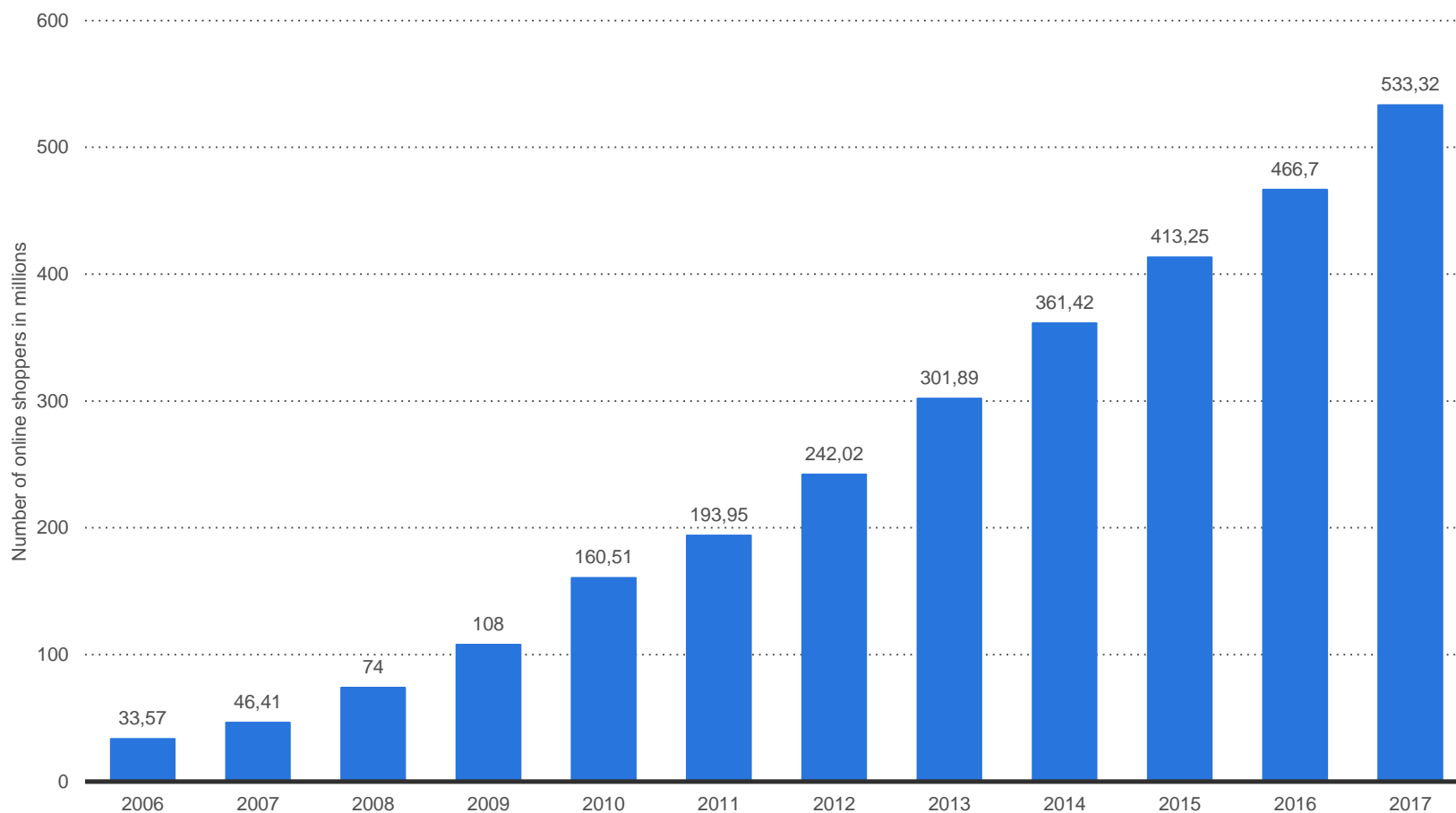


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## ◆ **Consumer demographics**

Number of online shoppers in China 2017

## Number of online shoppers in China from 2006 to 2017 (in millions)



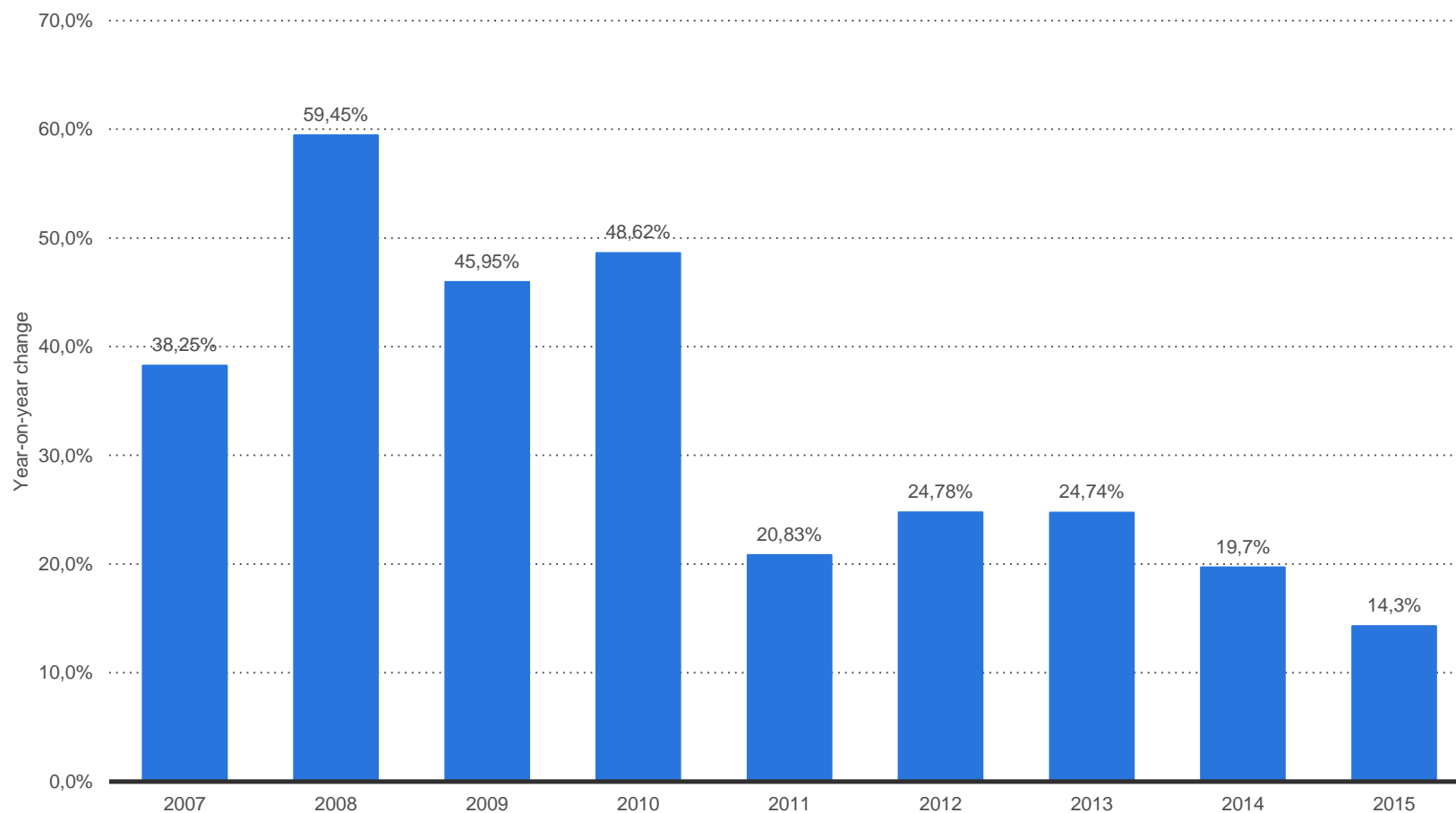
Notes: China; 2006 to 2017

Further information regarding this statistic can be found on [page 39](#).

Source: CNNIC; [ID 277391](#)

Annual change in the number of online shoppers in China 2007-2015

## Annual change in the number of online shoppers in China from 2007 to 2015



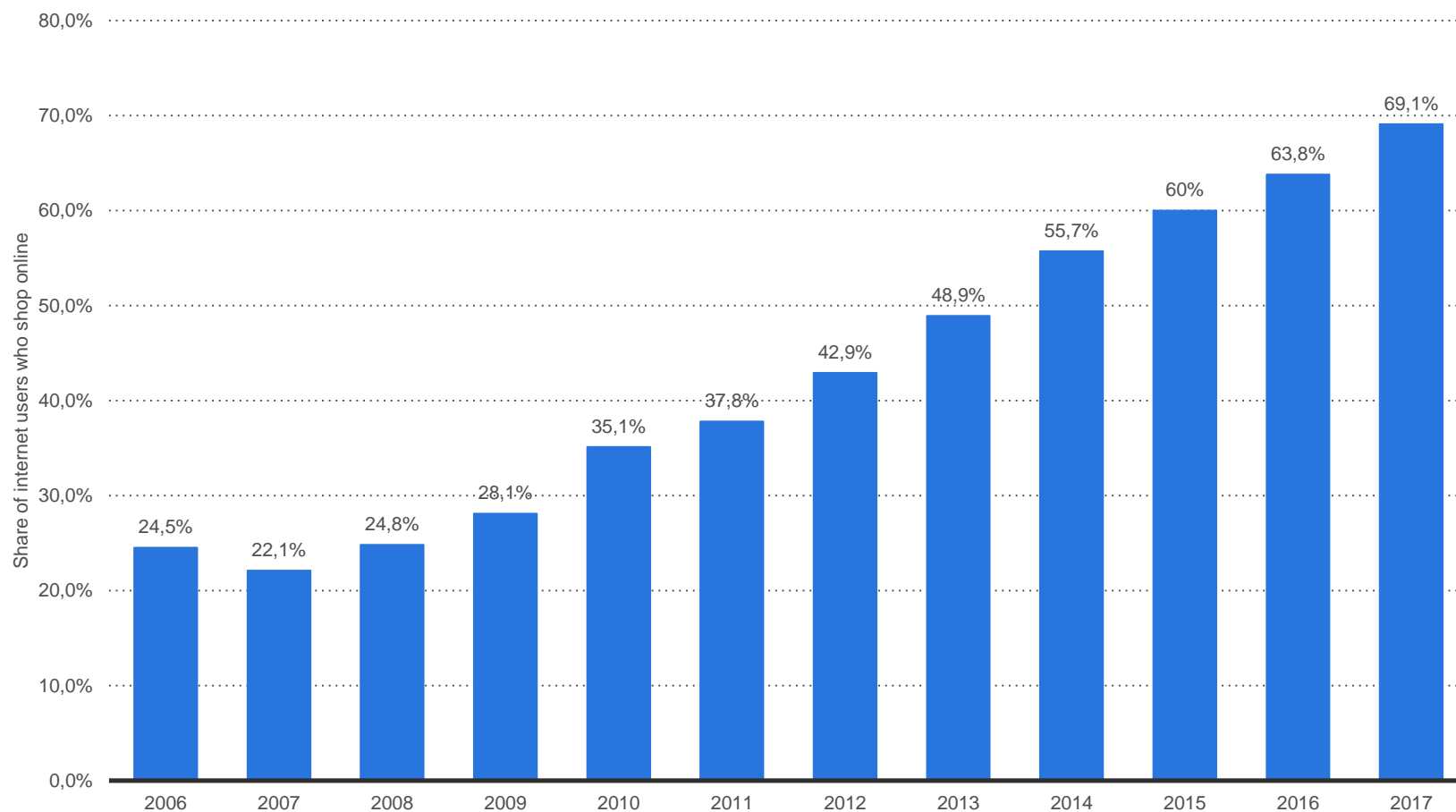
Notes: China; 2007 to 2015

Further information regarding this statistic can be found on [page 40](#).

Source: CNNIC; [ID 300943](#)

Penetration rate of online shopping 2006-2017

## Penetration rate of online shopping in China from 2006 to 2017



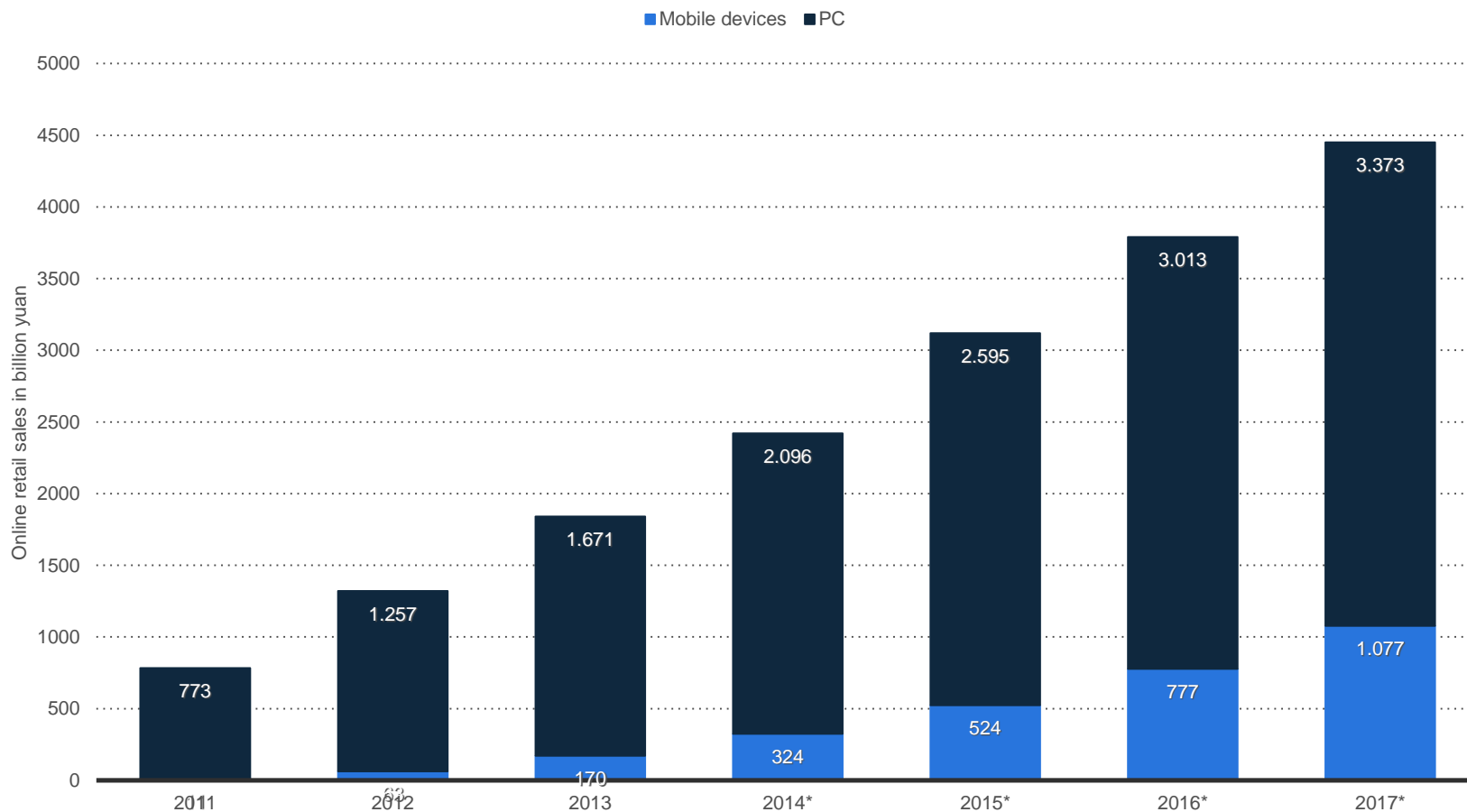
Notes: China; 2006 to 2017

Further information regarding this statistic can be found on [page 41](#).

Source: CNNIC; [ID 302071](#)

Online retail sales China 2011-2017, by device

## Online retail sales in China from 2011 to 2013 with a forecast up to 2017, by device (in billion yuan)



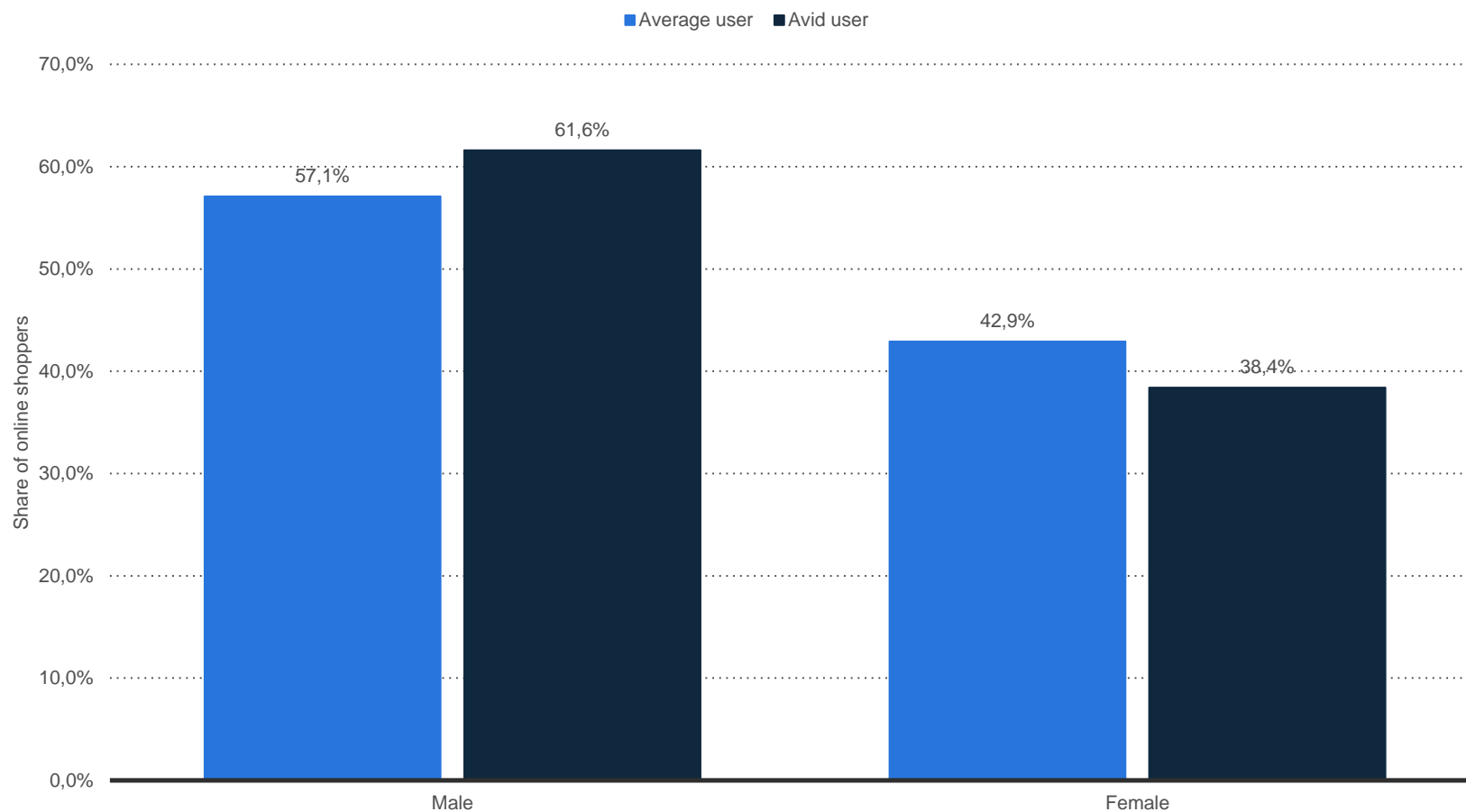
Notes: China

Further information regarding this statistic can be found on [page 42](#).

Source: iResearch; Jefferies & Company; [ID 374046](#)

Distribution of online shoppers China as of December 2014, by gender and experience

## Distribution of online shoppers in China as of December 2014, by gender and experience



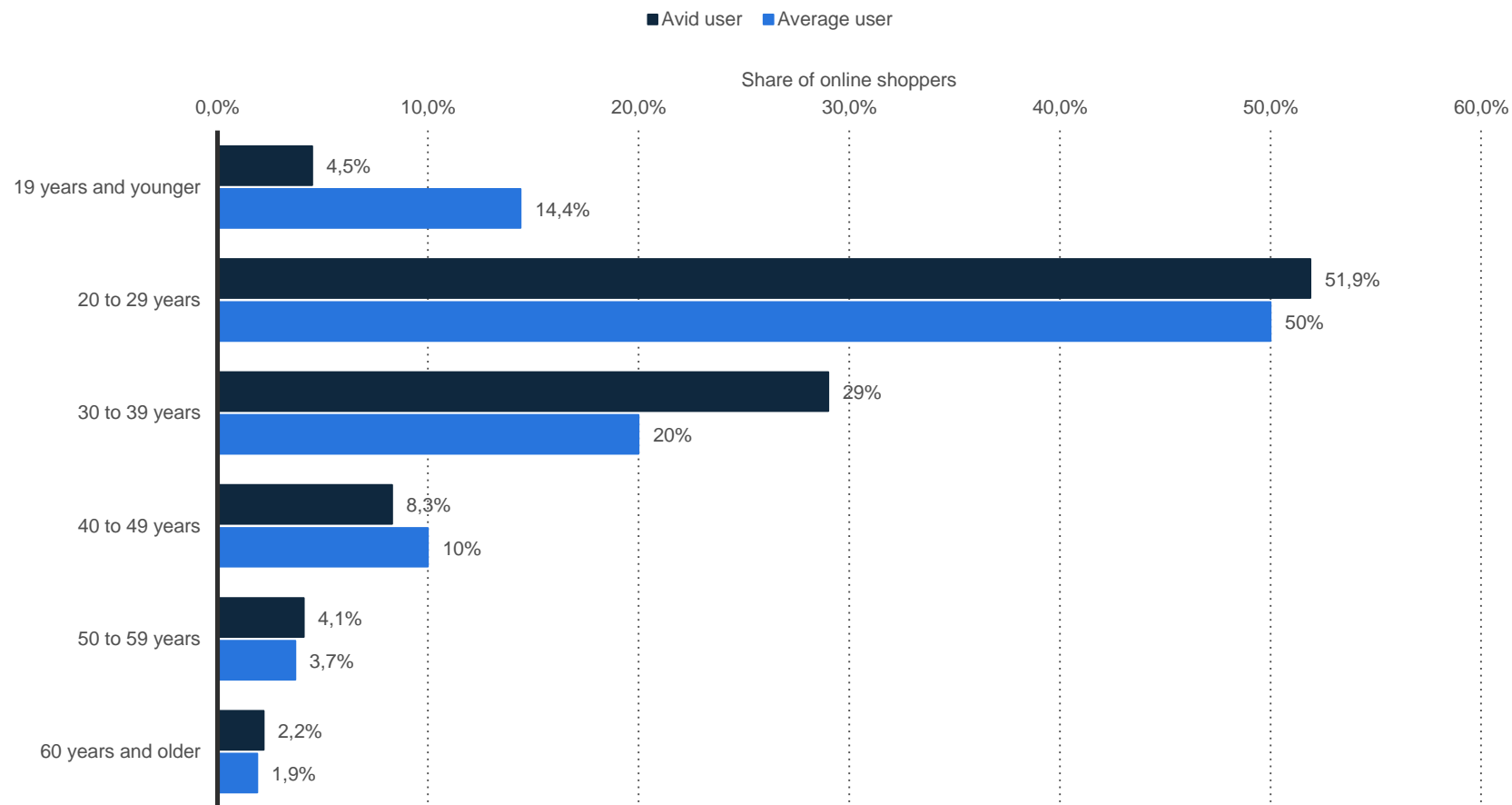
Notes: China; as of December 2014

Further information regarding this statistic can be found on [page 43](#).

Source: CNNIC; [ID 302356](#)

Distribution of online shoppers in China 2014, by age group and experience

## Distribution of online shoppers in China as of December 2014, by age group and experience



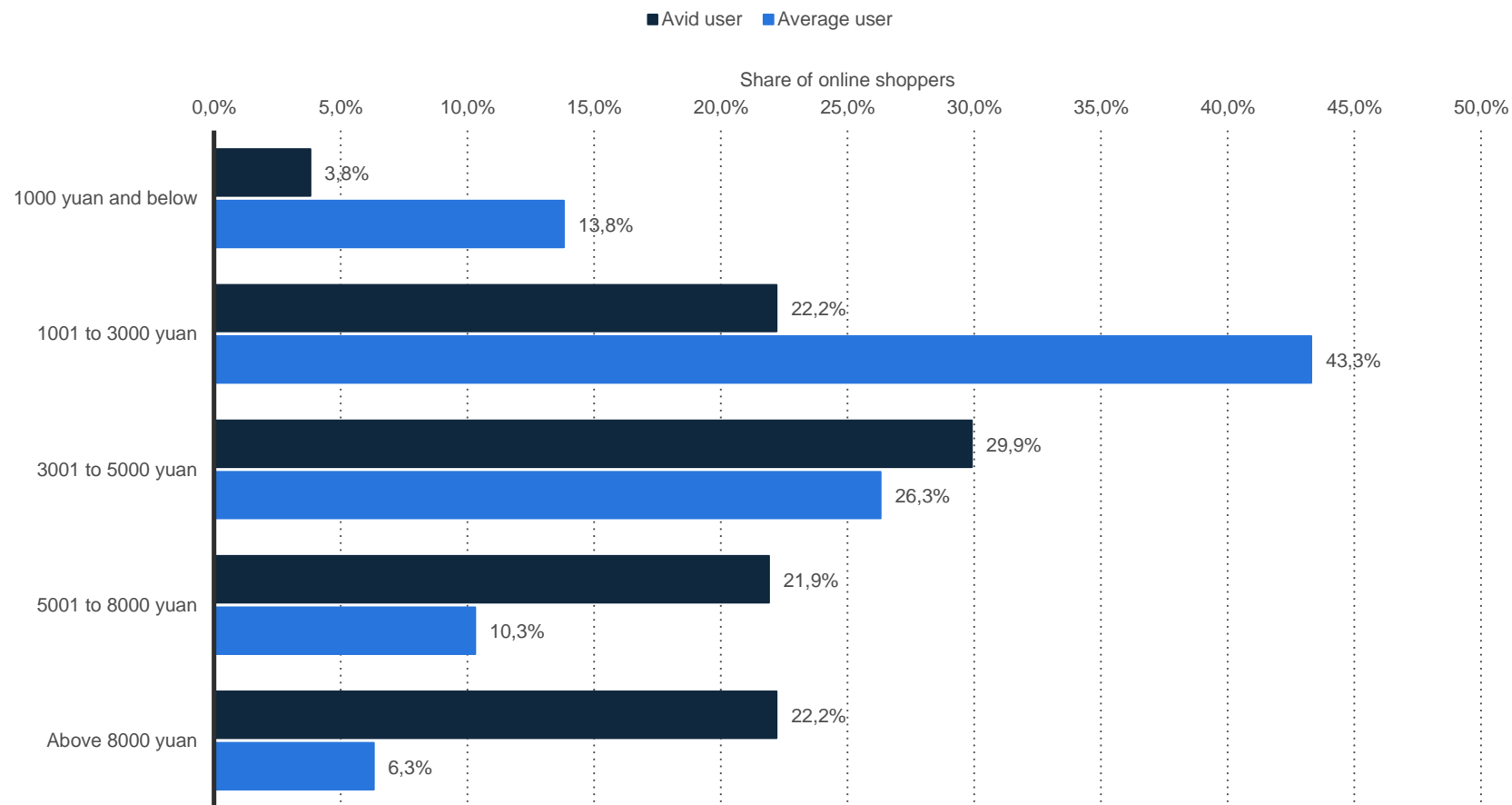
Notes: China; as of December 2014

Further information regarding this statistic can be found on [page 44](#).

Source: CNNIC; [ID 302388](#)

Distribution of online shoppers in China 2014, by monthly income and experience

## Distribution of online shoppers in China as of December 2014, by monthly income and experience



Notes: China; as of December 2014

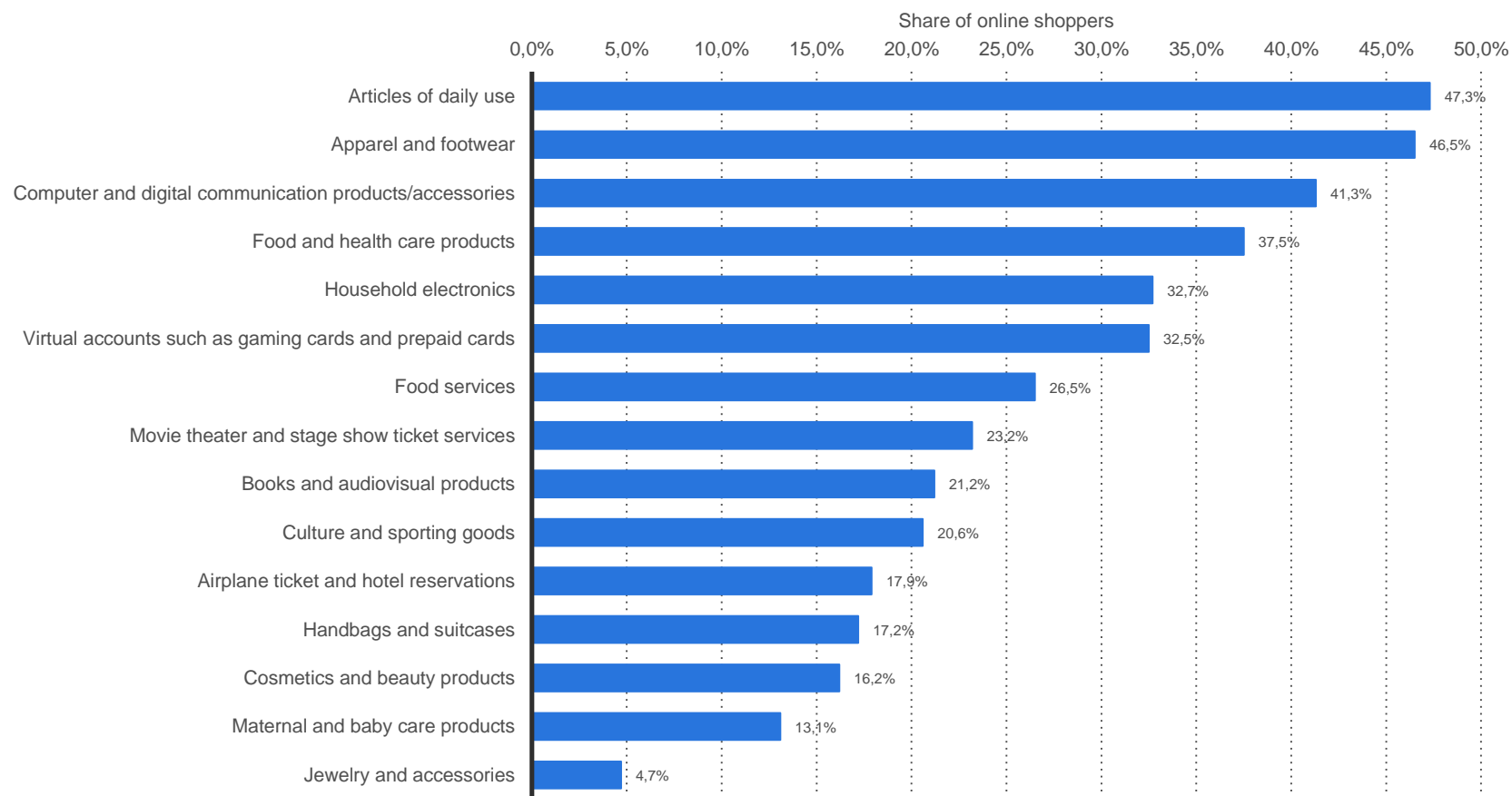
Further information regarding this statistic can be found on [page 45](#).

Source: CNNIC; [ID 302393](#)



Online shopping in China: leading product segments 2015

## Popular product categories among online shoppers in China in 2015



Notes: China; as of December 2015; 6 years and older; 3,000

Further information regarding this statistic can be found on [page 46](#).

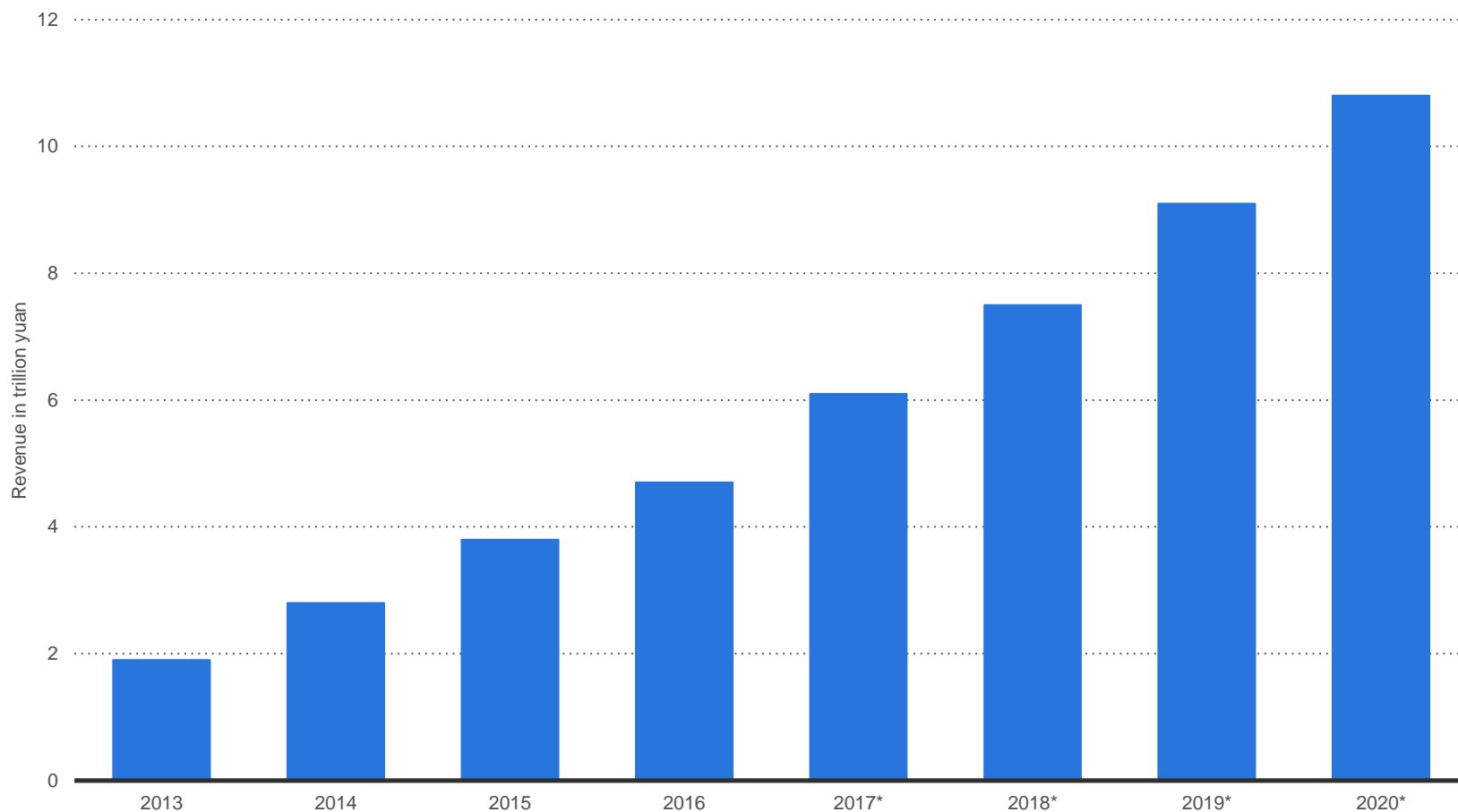
Source: CNNIC; [ID 300956](#)

E-commerce in China

## ◆ B2C and C2C e-commerce in China

China: online shopping market gross merchandise volume 2013-2020

## Gross merchandise volume (GMV) of China's online shopping market from 2013 to 2020 (in trillion yuan)



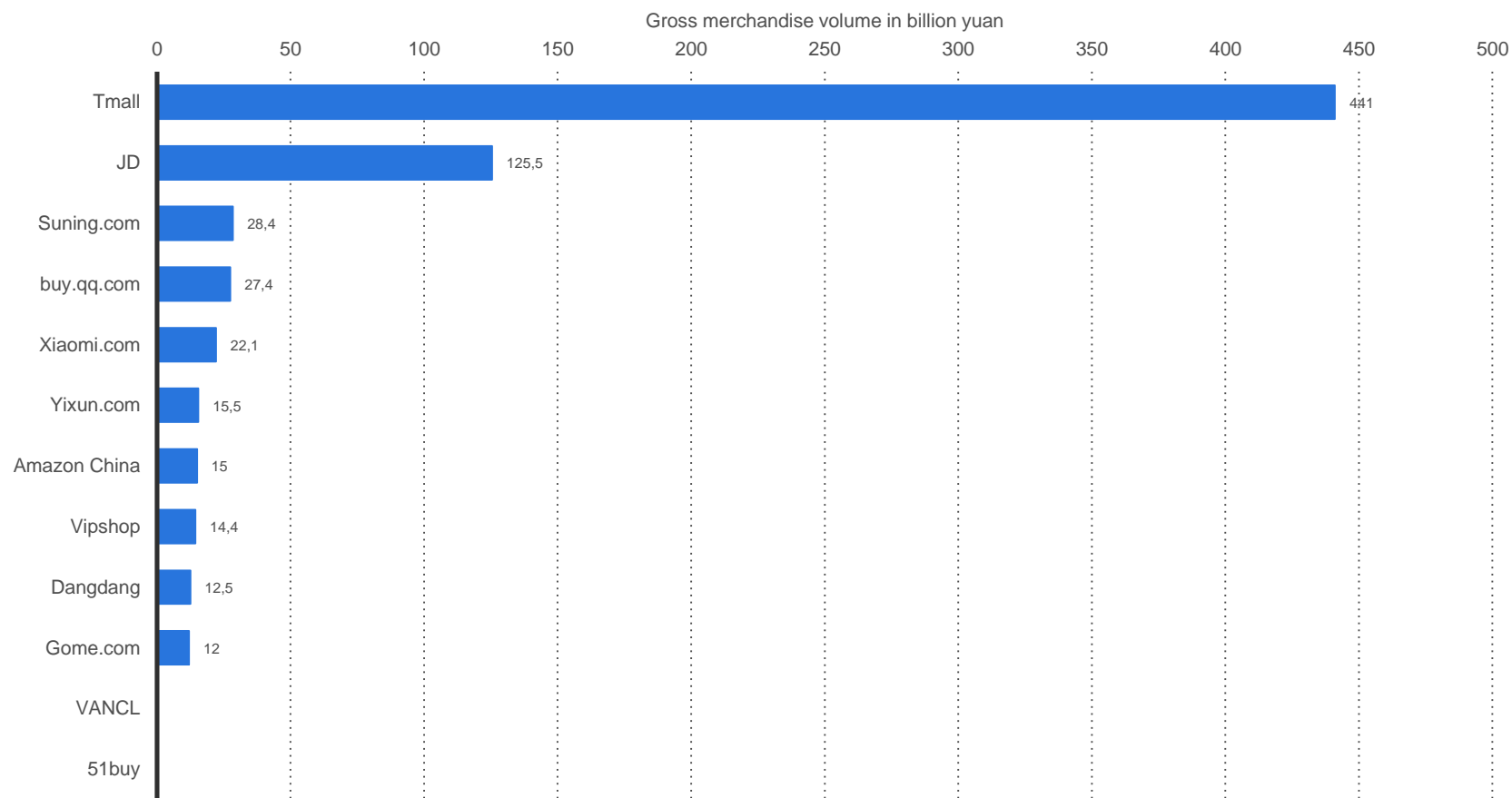
Notes: China; 2013 to 2016

Further information regarding this statistic can be found on [page 47](#).

Source: iResearch; [ID 278555](#)

Leading B2C e-commerce retailers in China in 2013, by GMV

## Leading B2C e-commerce retailers in China in 2013, by gross merchandise volume (in billion yuan)



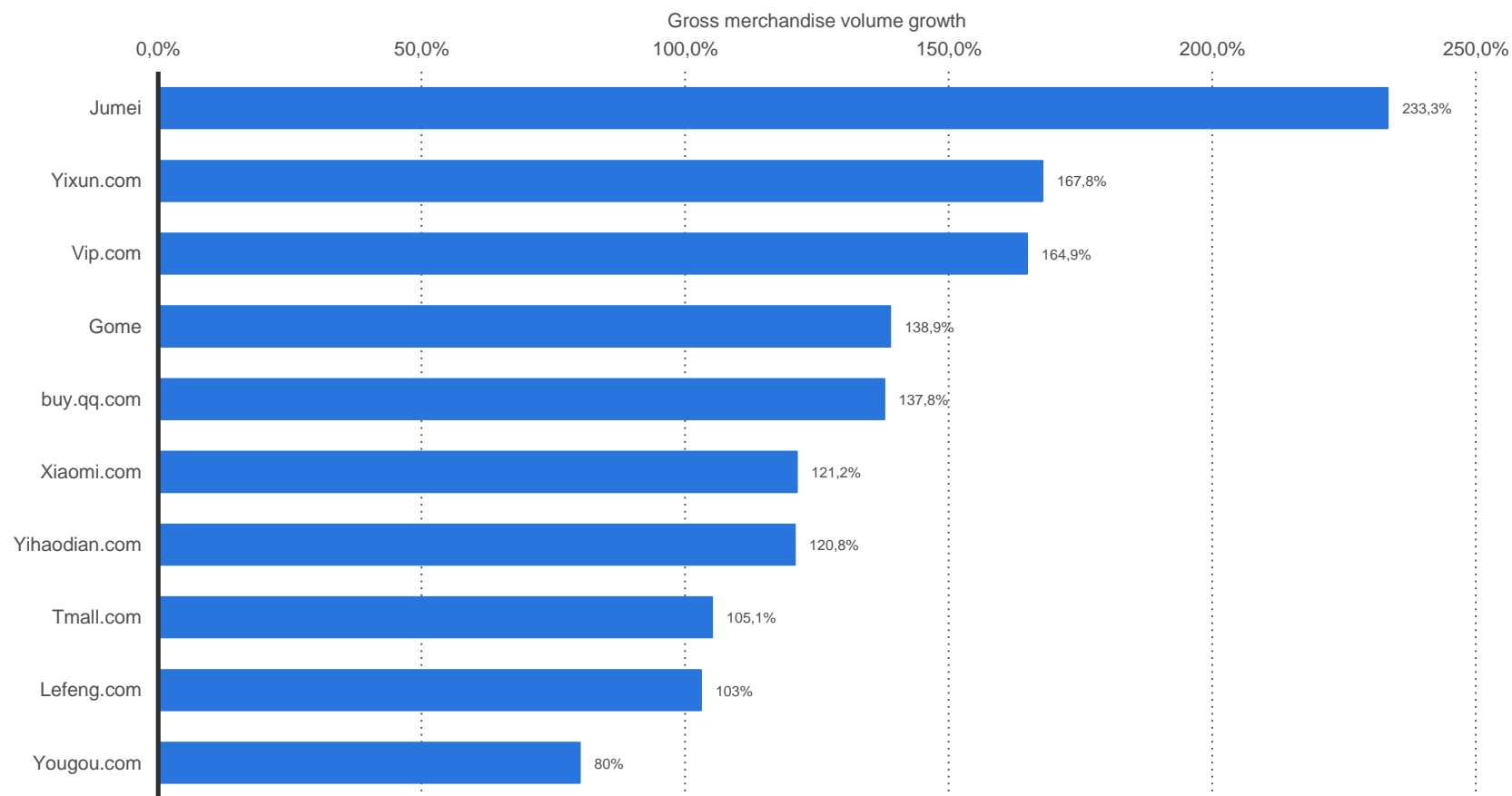
Notes: China; 2013

Further information regarding this statistic can be found on [page 48](#).

Source: iResearch; [ID 285925](#)

Leading B2C e-commerce retailers in China in 2013, by GMV growth

## Leading B2C e-commerce retailers in China in 2013, by gross merchandise volume growth



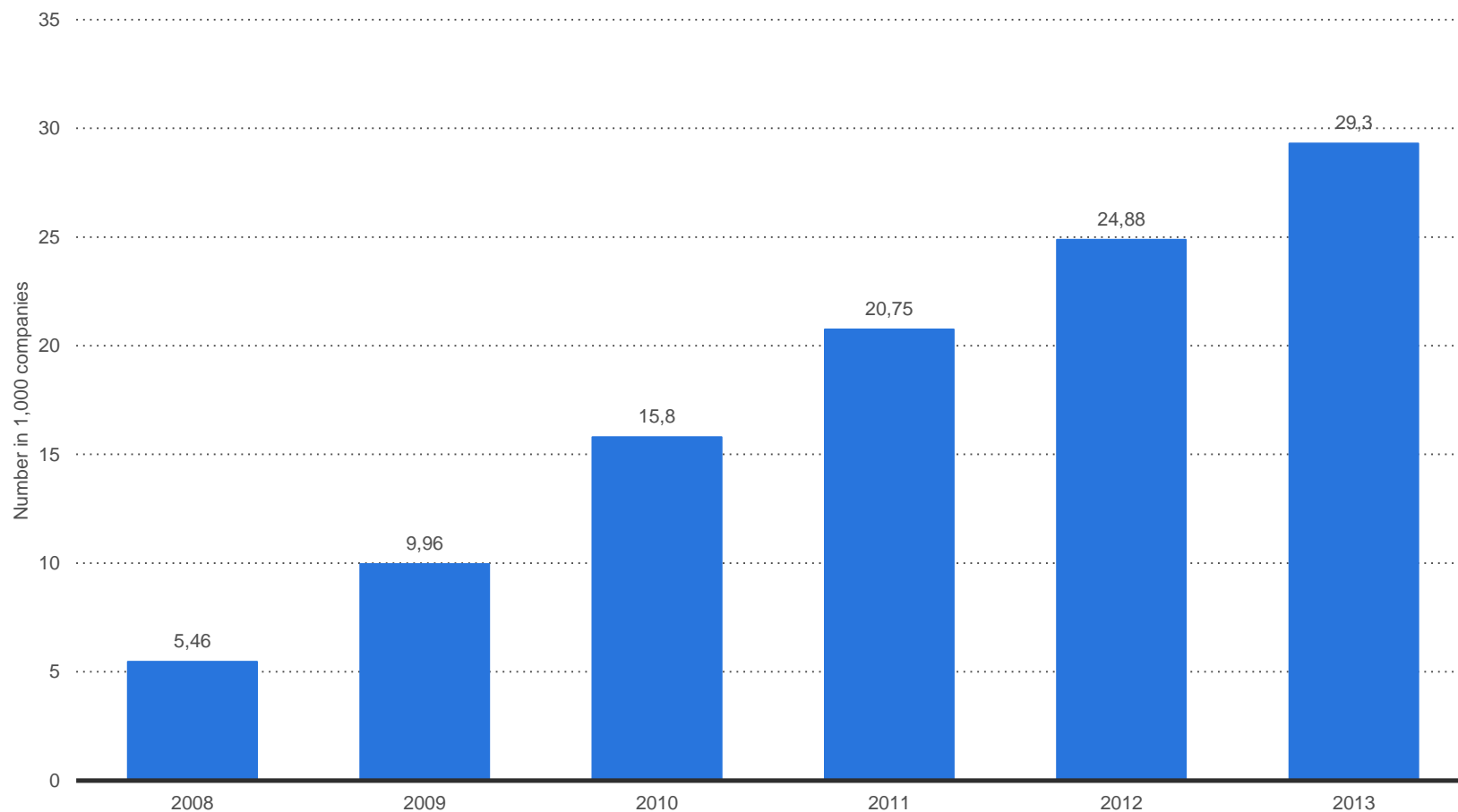
Notes: China; 2013

Further information regarding this statistic can be found on [page 49](#).

Source: iResearch; [ID 285930](#)

Number of B2C and C2C e-commerce companies in China up to 2013

## Number of B2C and C2C e-commerce companies in China from 2008 to 2013 (in 1,000 companies)



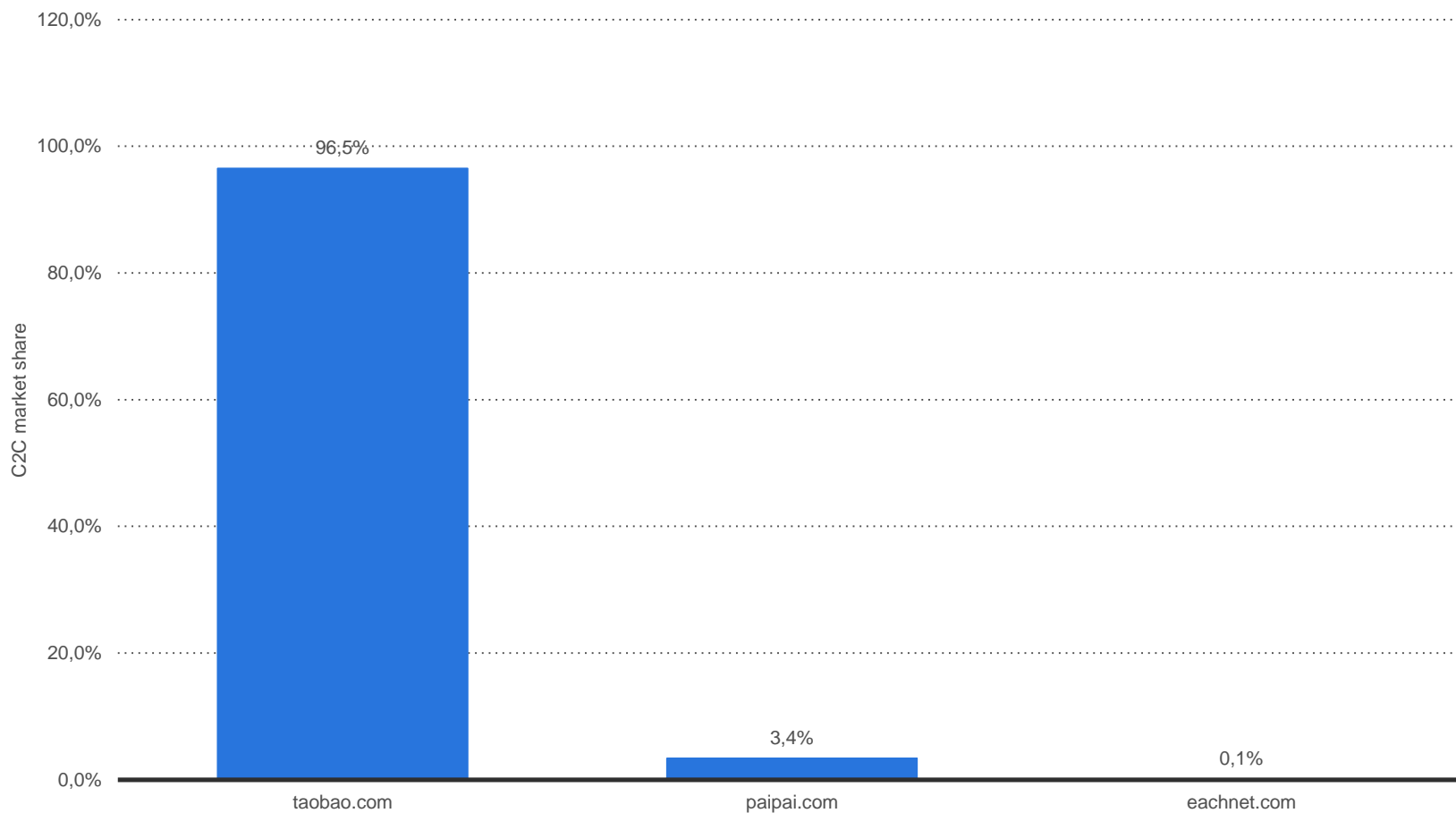
Notes: China

Further information regarding this statistic can be found on [page 50](#).

Source: 100ec.cn; [ID 243859](#)

China: market share of C2C platforms in 2013

## Market share of leading C2C e-commerce platforms in China in 2013



Notes:China

Further information regarding this statistic can be found on [page 51](#).

Source: 100ec.cn; [ID 225875](#)

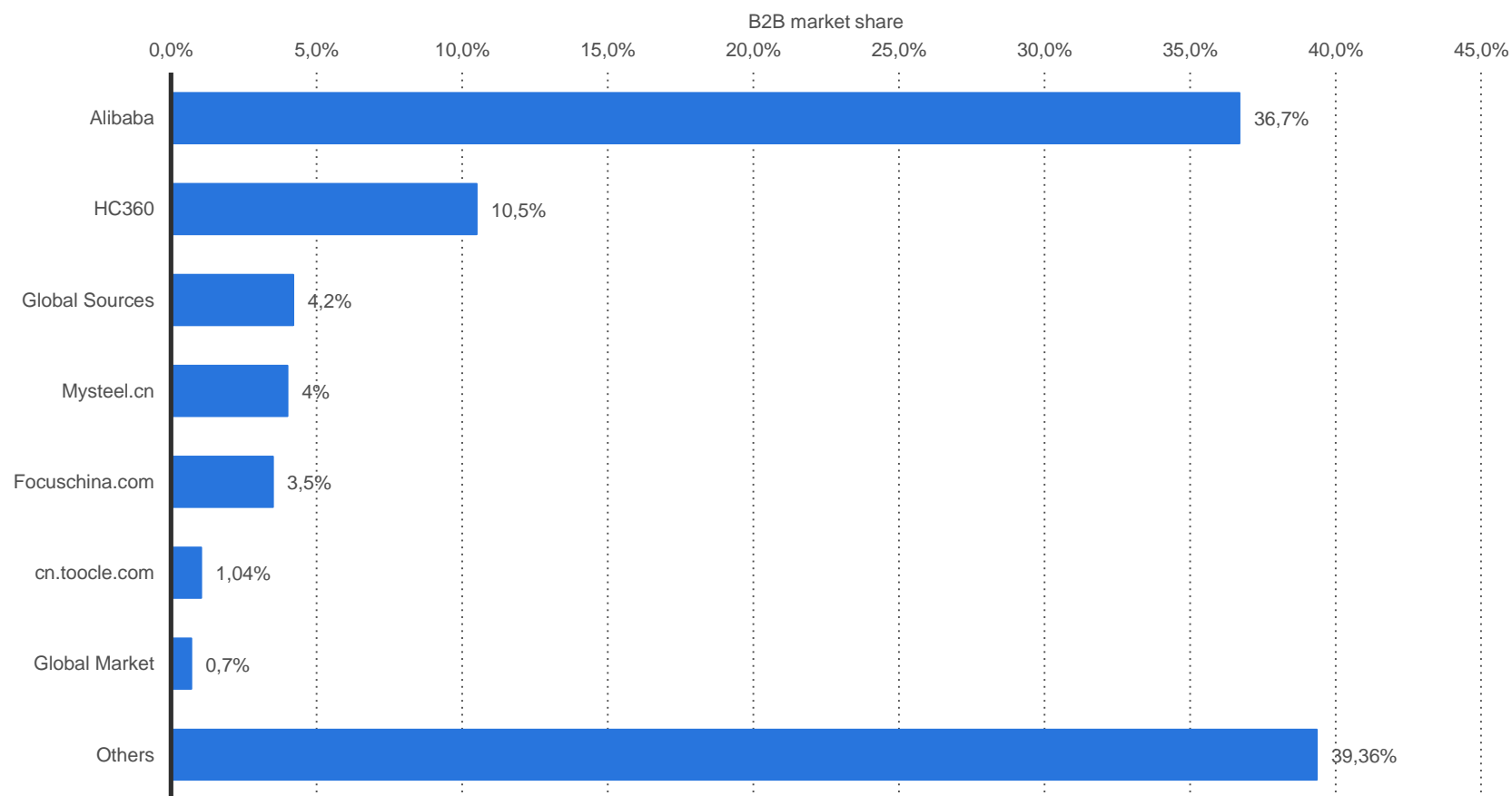
E-commerce in China

## ◆ B2B e-commerce in China



China: market share of B2B online platforms in 2017

## Market share of B2B e-commerce platforms in China in 2017



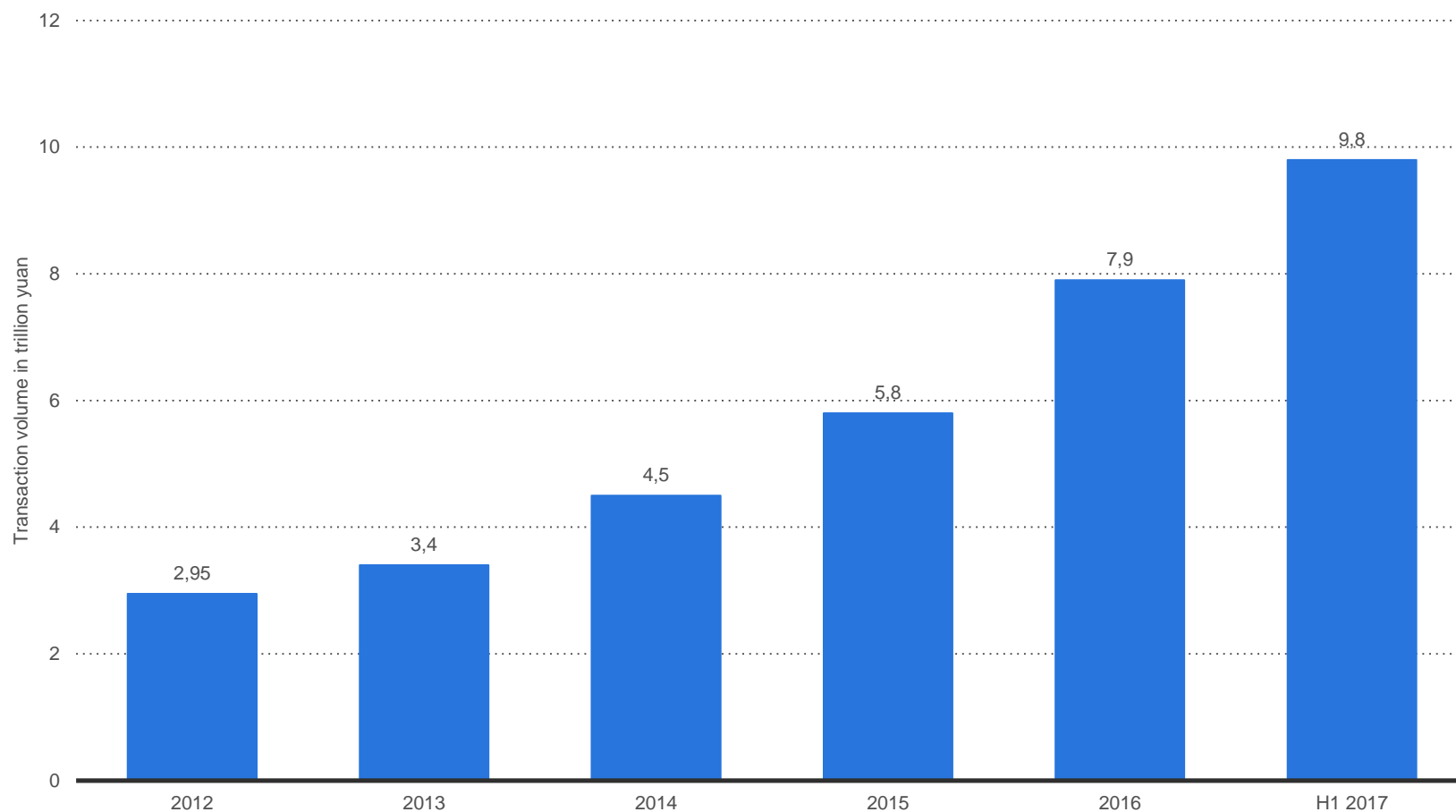
Notes: China; 2017

Further information regarding this statistic can be found on [page 52](#).

Source: Analysys; China Internet Watch; China e-Business Research Center; [ID 243845](#)

Transaction volume of B2B e-commerce in China 2012-H1 2017

## Transaction volume of B2B e-commerce in China from 2012 to H1 2017 (in trillion yuan)



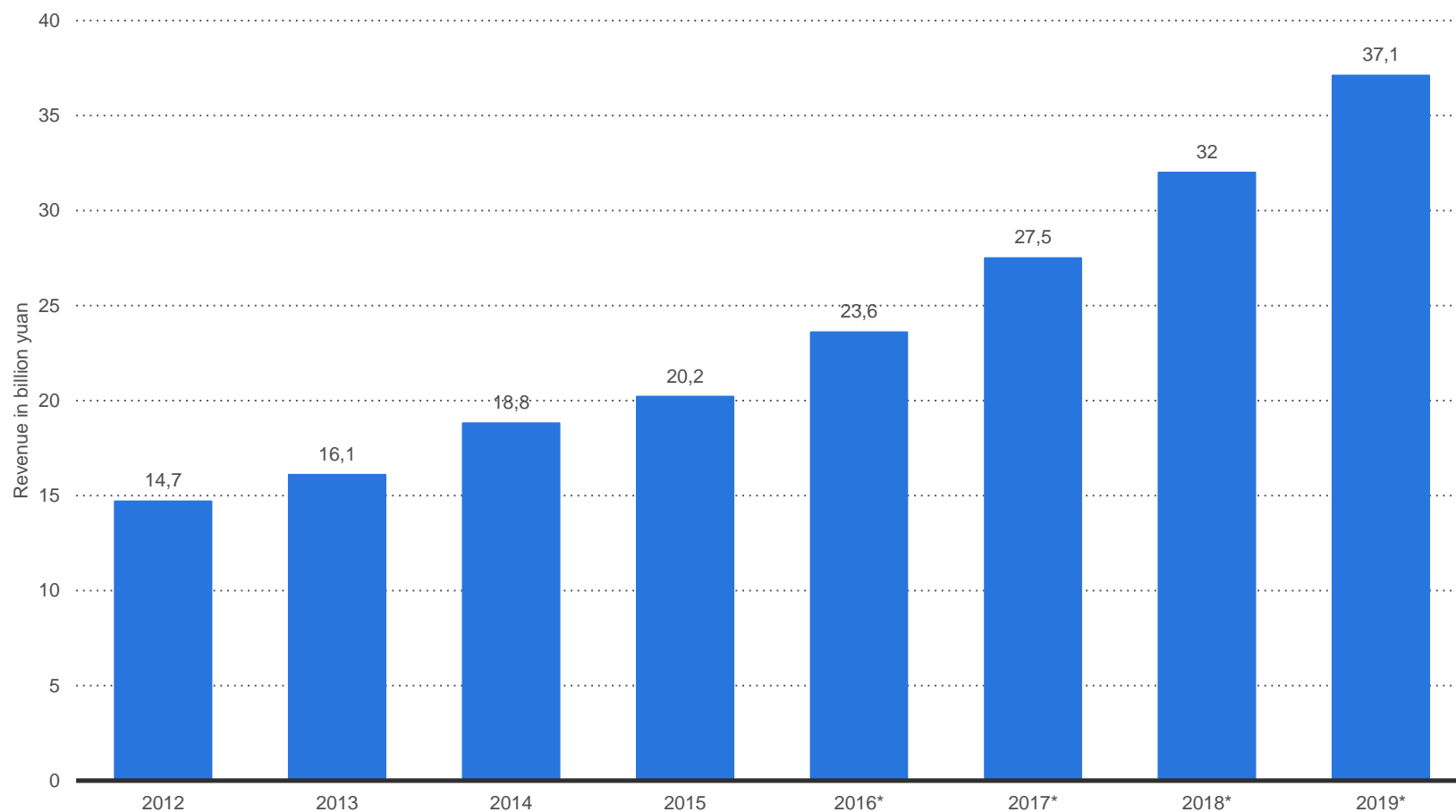
Notes: China; 2012 to H1 2017

Further information regarding this statistic can be found on [page 53](#).

Source: 100ec.cn; [ID 302040](#)

Small to medium size enterprises B2B e-commerce platforms revenue in China 2012-2019

## Revenue of small to medium size enterprises' B2B e-commerce platforms in China from 2012 to 2019 (in billion yuan)



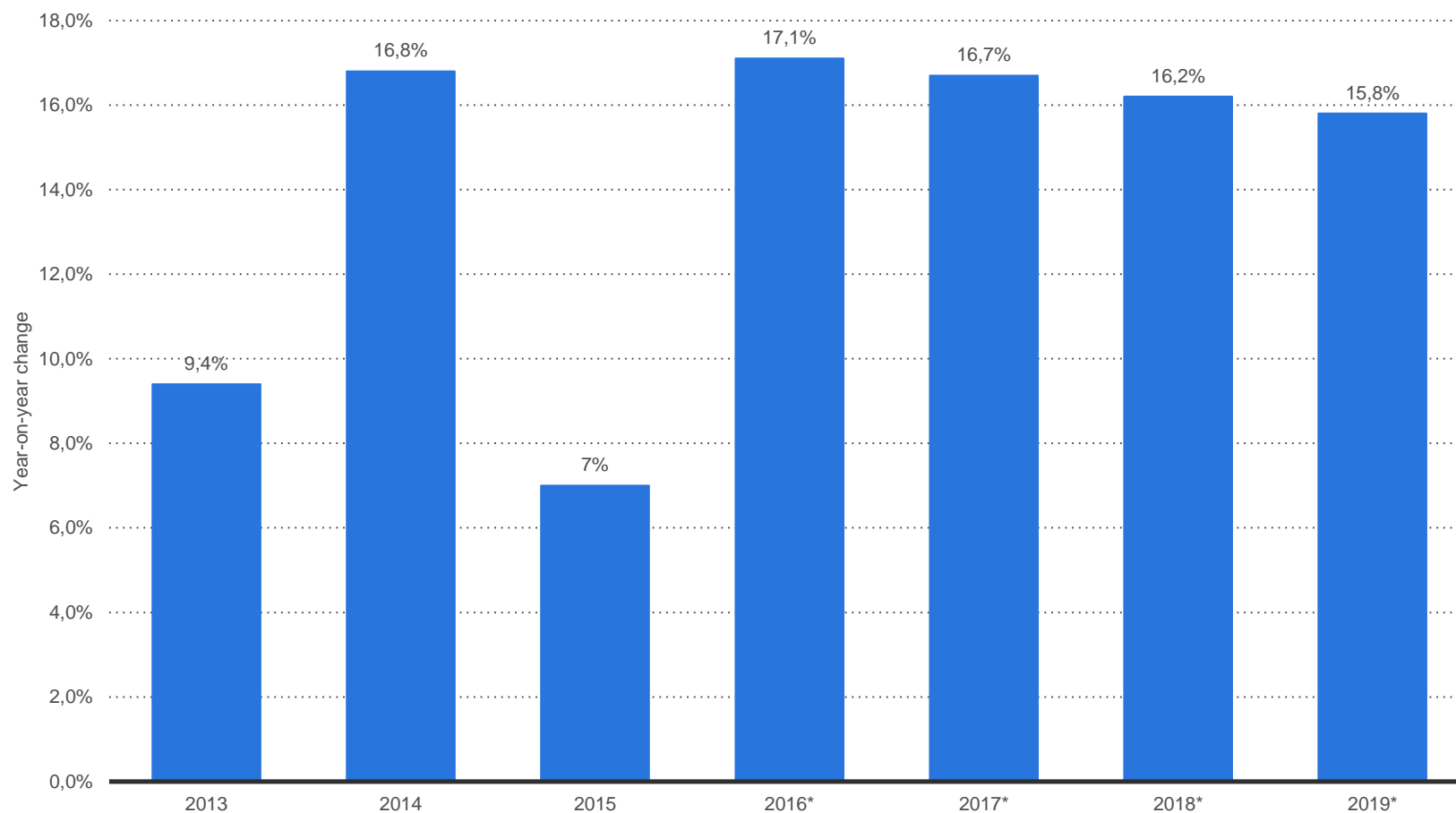
Notes: China; 2012 to 2016

Further information regarding this statistic can be found on [page 54](#).

Source: iResearch; [ID\\_302475](#)

SMEs B2B e-commerce platforms revenue change in China 2012-2019

## Annual revenue growth of small to medium size enterprises' B2B e-commerce platforms in China from 2012 to 2019



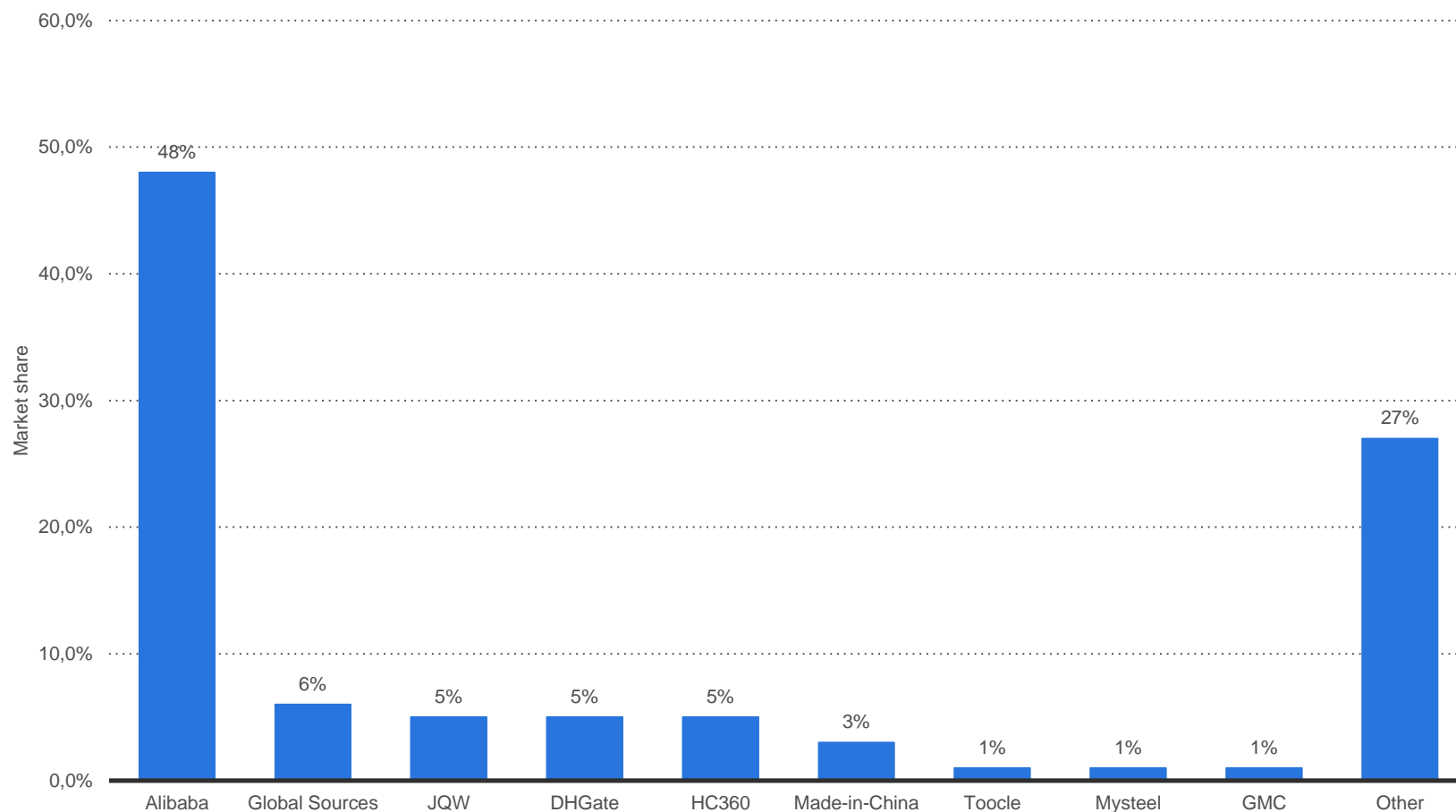
Notes: China; 2012 to 2016

Further information regarding this statistic can be found on [page 55](#).

Source: iResearch; [ID 302480](#)

SME B2B e-commerce market structure China 2016, by platform

## Small to medium size enterprises B2B e-commerce market structure in China in 2016, by platform



Notes: China; 2016

Further information regarding this statistic can be found on [page 56](#).

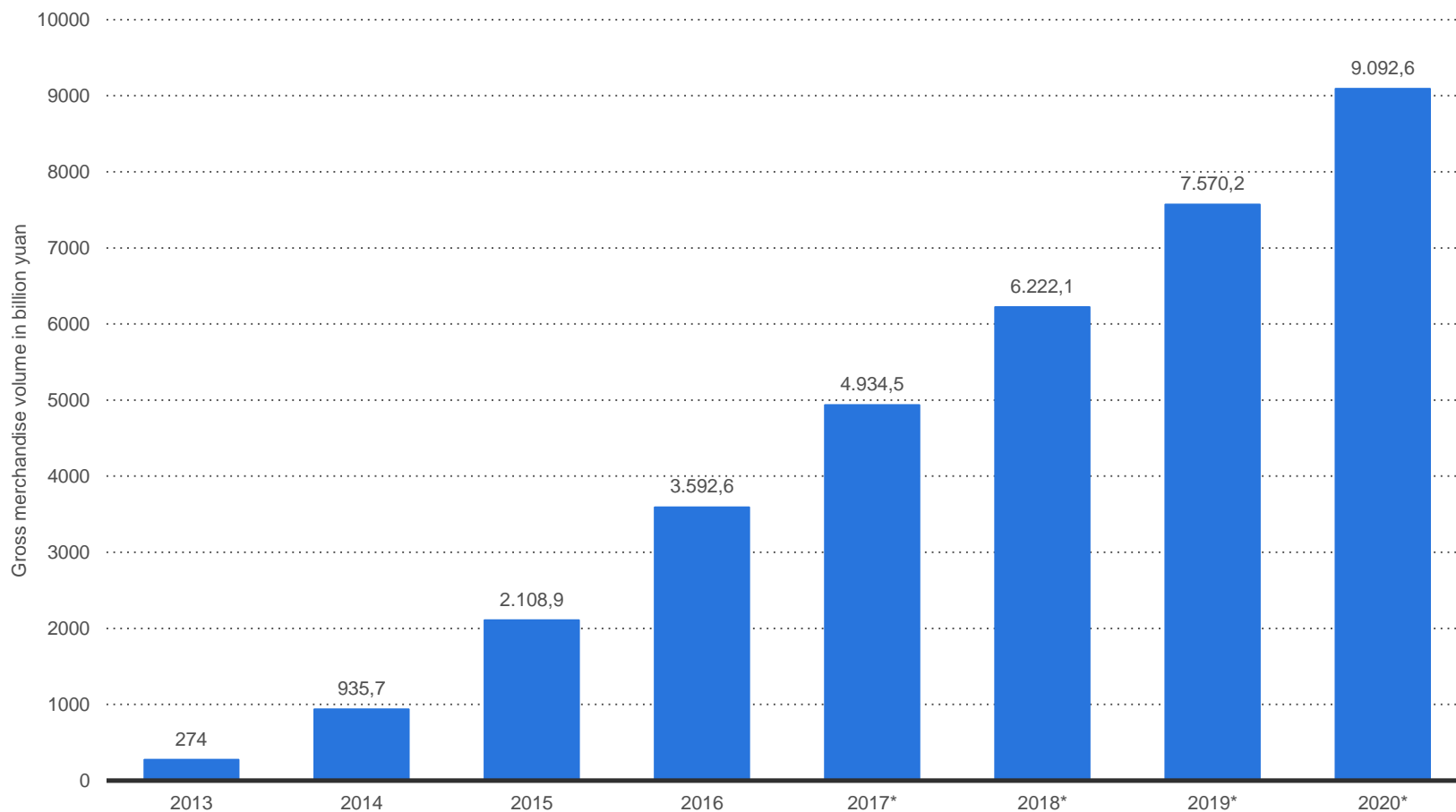
Source: iResearch; [ID 302547](#)

E-commerce in China

# ◆ Mobile e-commerce

Gross merchandise volume of China's mobile shopping market 2013-2016

## Gross merchandise volume (GMV) of the mobile shopping market in China from 2013 to 2016 (in billion yuan)



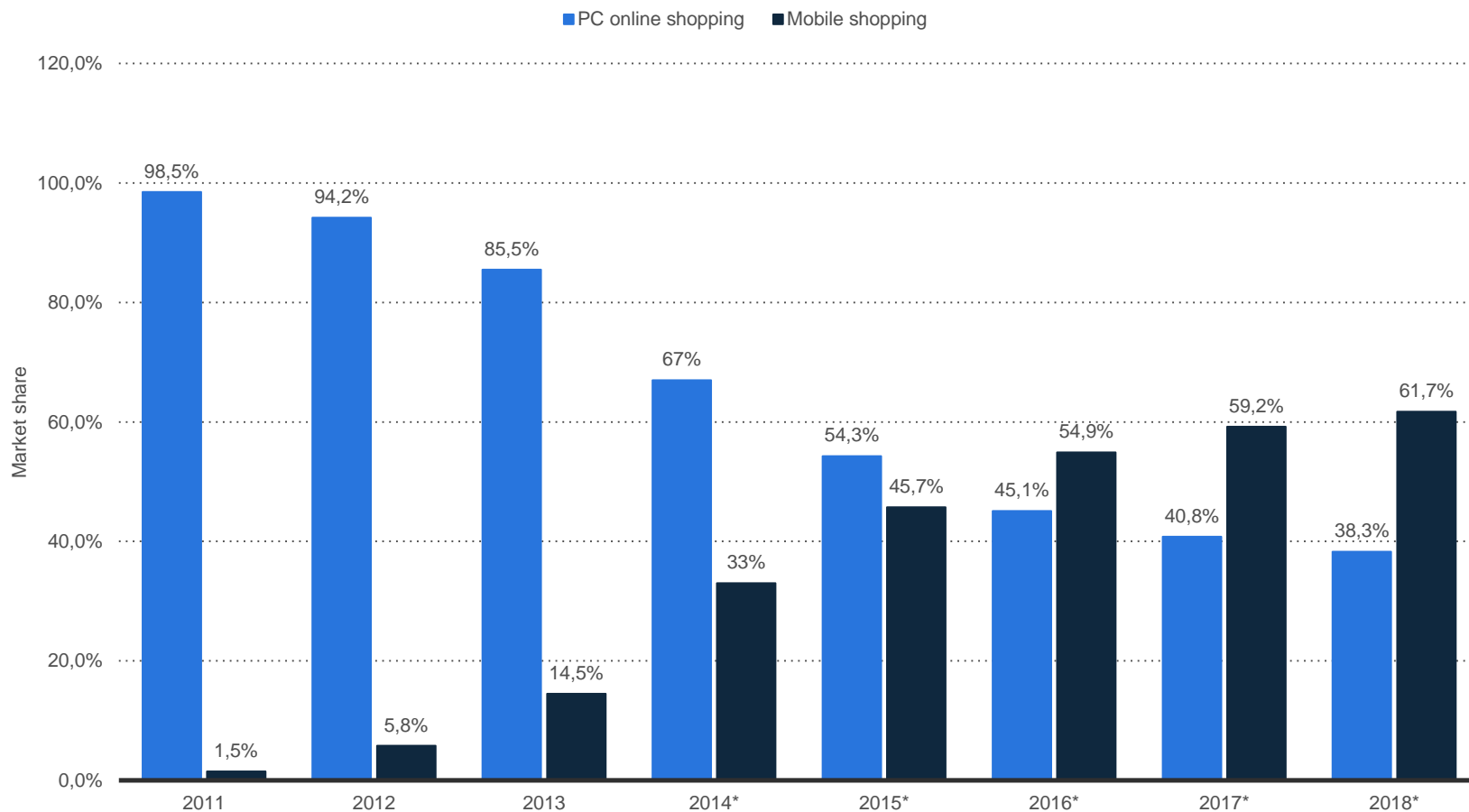
Notes: China; 2013 to 2016

Further information regarding this statistic can be found on [page 57](#).

Source: iResearch; [ID 450005](#)

Breakdown of China's online shopping market 2011-2018, by device

## Breakdown of the online shopping market in China from 2011 to 2018, by device



Notes: China; 2011 to 2013

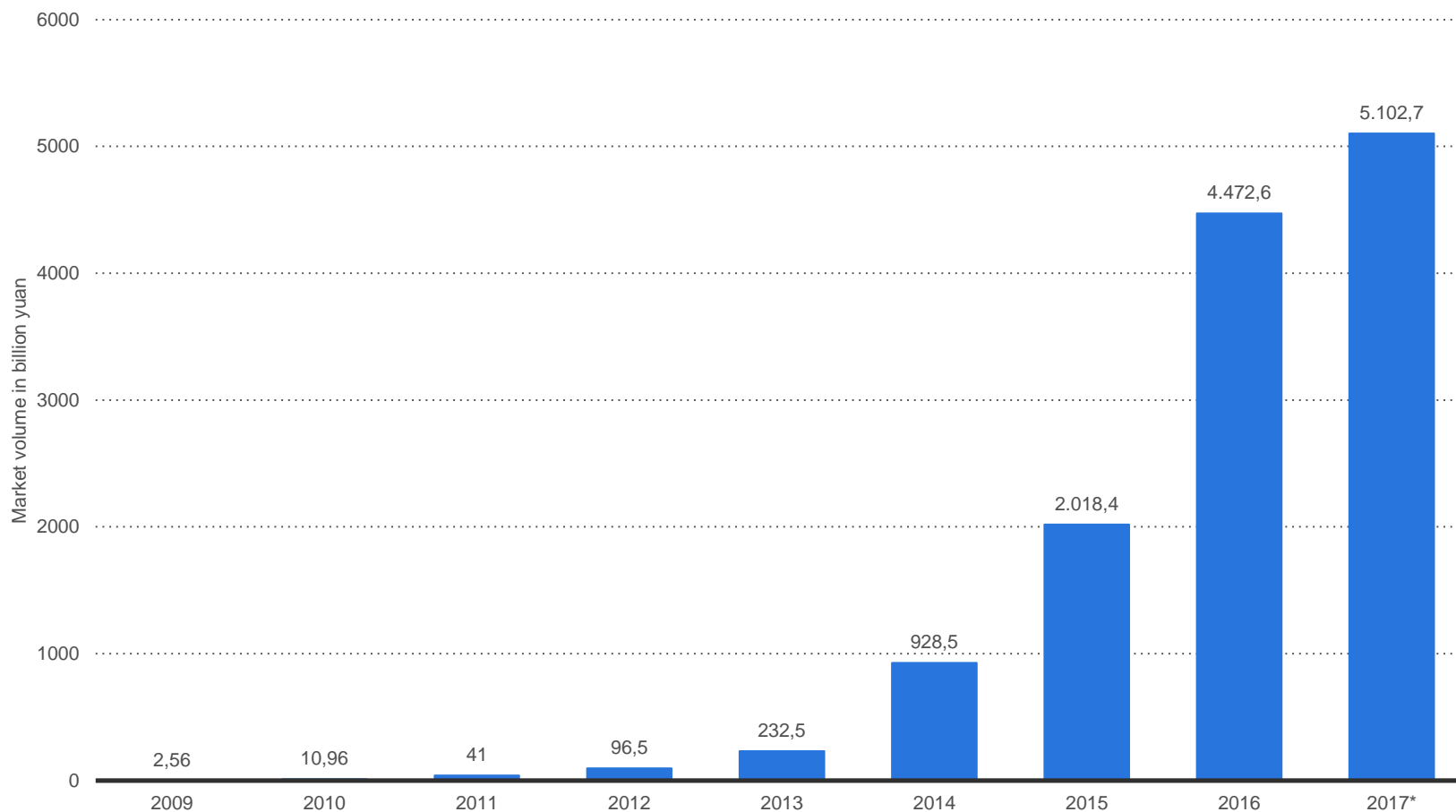
Further information regarding this statistic can be found on [page 58](#).

Source: iResearch; [ID 450010](#)



Market volume of mobile e-commerce in China 2009-2017

## Market volume of mobile e-commerce in China from 2009 to 2017 (in billion yuan)



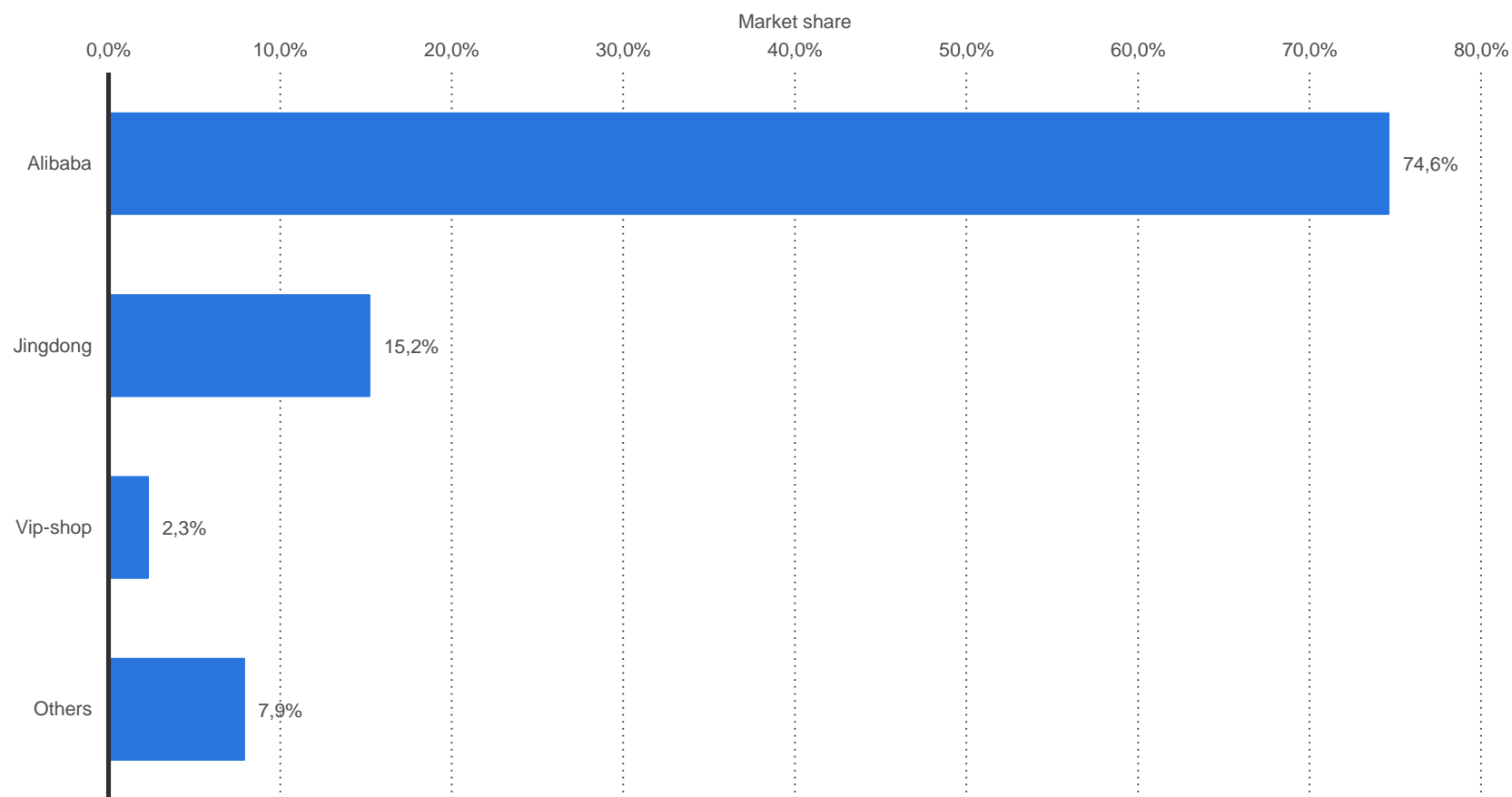
Notes: China; 2009 to H1 2017

Further information regarding this statistic can be found on [page 59](#).

Source: 100ec.cn; [ID 302128](#)

Breakdown of the m-commerce market in China Q2 2017, by company

## Market share of leading mobile shopping companies in China in the 2nd quarter of 2017



Notes: China; Q2 2017

Further information regarding this statistic can be found on [page 60](#).

Source: iResearch; [ID 450014](#)

E-commerce in China

# ◆ References

Gross merchandise volume of China's e-commerce market 2010-2019

## Gross merchandise volume of China's e-commerce market from 2010 to 2019 (in trillion yuan)

### Source and methodology information

Source iResearch

Conducted by iResearch

Survey period 2010 to 2015

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by iResearch

Publication date February 2017

Original source iresearchchina.com

Website URL [visit the website](#)

### Notes:

\* Forecast. According to the source, the data were calculated based on the released financial reports of enterprises, interviews on industries and iResearch's statistical forecasting data. Figures before 2011 have been taken from previous publications. Note: 1 yuan equals about 0.15 U.S. dollars and 0.13 euros (as of May 2018).

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Global B2C e-commerce sales 2012-2018

## B2C e-commerce sales worldwide from 2012 to 2018 (in billion U.S. dollars)

### Source and methodology information

Source eMarketer; MarketingCharts

Conducted by eMarketer

Survey period 2012 to 2014

Region Worldwide

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by MarketingCharts

Publication date July 2014

Original source marketingcharts.com

Website URL [visit the website](#)

### Notes:

\* Forecast. Includes products and services ordered and leisure and unmanaged business travel sales booked using the internet via any device, regardless of the method of payment or fulfillment, numbers may not add up in total due to rounding. Data regarding 2012 were published in a previous article.

[Back to statistic](#)

Number of employees in the e-commerce segment China 2012 - 2017

## Number of employees in the e-commerce segment in China from 2012 to 2017 (in 1,000s)

### Source and methodology information

Source 100ec.cn

Conducted by 100ec.cn

Survey period 2012 to 2017

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by 100ec.cn

Publication date June 2018

Original source Chinese E-commerce market data monitoring report 2017, page 11

Website URL [visit the website](#)

### Notes:

The title of this report has been translated from Chinese.

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Number of online shoppers in China 2017

## Number of online shoppers in China from 2006 to 2017 (in millions)

### Source and methodology information

Source	CNNIC
Conducted by	CNNIC
Survey period	2006 to 2017

Region	China
--------	-------

Number of respondents	<i>n.a.</i>
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Age group	<i>n.a.</i>
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Special characteristics	<i>n.a.</i>
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Published by	CNNIC
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Publication date	January 2018
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Original source	41th Statistical Report on Internet Development in China January 2018, page 37
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Website URL	<a href="#">visit the website</a>
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### Notes:

*n.a.*

[Back to statistic](#)

Annual change in the number of online shoppers in China 2007-2015

# Annual change in the number of online shoppers in China from 2007 to 2015

## Source and methodology information

Source CNNIC

Conducted by CNNIC

Survey period 2007 to 2015

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by CNNIC

Publication date June 2016

Original source Report on online shopping in China 2015, page 12

Website URL [visit the website](#)

## Notes:

Figures have been calculated based on absolute online shopper numbers.

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Penetration rate of online shopping 2006-2017

## Penetration rate of online shopping in China from 2006 to 2017

### Source and methodology information

### Notes:

n.a.

Source CNNIC

Conducted by CNNIC

Survey period 2006 to 2017

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by CNNIC

Publication date January 2018

Original source 41th Statistical Report on Internet Development in China January 2018, page 30

Website URL [visit the website](#)

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Online retail sales China 2011-2017, by device

## Online retail sales in China from 2011 to 2013 with a forecast up to 2017, by device (in billion yuan)

### Source and methodology information

Source iResearch; Jefferies & Company

Conducted by iResearch; Jefferies & Company

Survey period 2011 to 2013

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Jefferies & Company

Publication date July 2014

Original source China Consumer 2014, page 18

Website URL [visit the website](#)

### Notes:

\* Forecast. Note: 1 yuan is equal to about 0.16 U.S. dollars and 0.13 euros (as of December 2014).

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Distribution of online shoppers China as of December 2014, by gender and experience

## Distribution of online shoppers in China as of December 2014, by gender and experience

### Source and methodology information

### Notes:

n.a.

Source CNNIC

Conducted by CNNIC

Survey period as of December 2014

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by CNNIC

Publication date September 2015

Original source Report on online shopping in China 2014, page 15

Website URL [visit the website](#)

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Distribution of online shoppers in China 2014, by age group and experience

## Distribution of online shoppers in China as of December 2014, by age group and experience

### Source and methodology information

### Notes:

n.a.

Source CNNIC

Conducted by CNNIC

Survey period as of December 2014

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by CNNIC

Publication date September 2015

Original source Report on online shopping in China 2014, page 29

Website URL [visit the website](#)

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Distribution of online shoppers in China 2014, by monthly income and experience

## Distribution of online shoppers in China as of December 2014, by monthly income and experience

### Source and methodology information

Source CNNIC

Conducted by CNNIC

Survey period as of December 2014

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by CNNIC

Publication date September 2015

Original source Report on online shopping in China 2014, page 29

Website URL [visit the website](#)

### Notes:

Note: 1 yuan equals approximately 0.16 U.S. dollars and 0.14 euros (as of October 2015). The source does not provide any information regarding missing percentage points to 100 percent.

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Online shopping in China: leading product segments 2015

## Popular product categories among online shoppers in China in 2015

### Source and methodology information

Source	CNNIC
Conducted by	CNNIC
Survey period	as of December 2015

Region	China
Number of respondents	3,000

Age group	6 years and older
Special characteristics	<i>n.a.</i>

Published by	CNNIC
Publication date	July 2016

Original source	Report on online shopping in China 2015, page 15
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Website URL [visit the website](#)

### Notes:

n.a.

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China: online shopping market gross merchandise volume 2013-2020

## Gross merchandise volume (GMV) of China's online shopping market from 2013 to 2020 (in trillion yuan)

### Source and methodology information

Source iResearch

Conducted by iResearch

Survey period 2013 to 2016

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by iResearch

Publication date February 2018

Original source iresearchchina.com

Website URL [visit the website](#)

### Notes:

\*Forecast. Excludes download of paid digital products, airline tickets and online bill payments. According to the source, the data were calculated based on the released financial reports of enterprises, interviews with industry experts and iResearch's statistical forecasting data. Size of online shopping market indicates the sum of B2C and C2C shopping websites, and transactions like download of paid digital products, air tickets and online bill payments are excluded. Note: 1 yuan equals approximately 0.15 U.S. dollars and 0.13 euros (as of May 2018).

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Leading B2C e-commerce retailers in China in 2013, by GMV

## Leading B2C e-commerce retailers in China in 2013, by gross merchandise volume (in billion yuan)

### Source and methodology information

Source iResearch

Conducted by iResearch

Survey period 2013

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by iResearch

Publication date June 2014

Original source 2013 Top 50 China B2C Online Retailer Report

Website URL [visit the website](#)

### Notes:

Gross merchandise volume is a term used by online retailers to describe the volume of all transactions on their respective webportal.

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Leading B2C e-commerce retailers in China in 2013, by GMV growth

## Leading B2C e-commerce retailers in China in 2013, by gross merchandise volume growth

### Source and methodology information

Source iResearch

Conducted by iResearch

Survey period 2013

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by iResearch

Publication date June 2014

Original source 2014 Top 50 China B2C Online Retailer Report

Website URL [visit the website](#)

### Notes:

Gross merchandise volume (GMV) is a term used by online retailers to describe the volume of all transactions on their respective webportal.

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Number of B2C and C2C e-commerce companies in China up to 2013

## Number of B2C and C2C e-commerce companies in China from 2008 to 2013 (in 1,000 companies)

### Source and methodology information

Source 100ec.cn

Conducted by 100ec.cn

Survey period 2008 to 2013

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by 100ec.cn

Publication date April 2014

Original source Chinese E-commerce market data monitoring report 2013, page 6

Website URL [visit the website](#)

### Notes:

The title of this report has been translated from Chinese. Figures have been rounded.

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China: market share of C2C platforms in 2013

## Market share of leading C2C e-commerce platforms in China in 2013

### Source and methodology information

Source 100ec.cn

Conducted by 100ec.cn

Survey period 2013

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by 100ec.cn

Publication date April 2014

Original source Monitoring report on E-commerce market in China 2013, page 31

Website URL [visit the website](#)

### Notes:

The title of the report was translated from Chinese.

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China: market share of B2B online platforms in 2017

## Market share of B2B e-commerce platforms in China in 2017

### Source and methodology information

### Notes:

n.a.

Source  
Analysys; China Internet Watch; China e-Business Research Center

Conducted by  
Analysys; China e-Business Research Center

Survey period  
2017

Region  
China

Number of respondents  
*n.a.*

Age group  
*n.a.*

Special characteristics  
*n.a.*

Published by  
China Internet Watch; China e-Business Research Center

Publication date  
June 2018

Original source  
Chinese E-commerce market data monitoring report 2017, page 22

Website URL  
[visit the website](#)

[Back to statistic](#)

Transaction volume of B2B e-commerce in China 2012-H1 2017

## Transaction volume of B2B e-commerce in China from 2012 to H1 2017 (in trillion yuan)

### Source and methodology information

Source 100ec.cn

Conducted by 100ec.cn

Survey period 2012 to H1 2017

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by 100ec.cn

Publication date September 2017

Original source Chinese E-commerce market data monitoring report 2017, page 14

Website URL [visit the website](#)

### Notes:

\*Forecast. Note: 1 yuan is equal to about 0.16 U.S. dollars and 0.13 euros (as of June 2018. The title of this report has been translated from Chinese. Figures have been rounded.

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Small to medium size enterprises B2B e-commerce platforms revenue in China 2012-2019

## Revenue of small to medium size enterprises' B2B e-commerce platforms in China from 2012 to 2019 (in billion yuan)

### Source and methodology information

Source iResearch

Conducted by iResearch

Survey period 2012 to 2016

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by iResearch

Publication date February 2017

Original source iresearchchina.com

Website URL [visit the website](#)

### Notes:

\*Forecast. Note: 1 yuan equals approximately 0.15 U.S. dollars and 0.13 euros (as of March 2018)

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SMEs B2B e-commerce platforms revenue change in China 2012-2019

## Annual revenue growth of small to medium size enterprises' B2B e-commerce platforms in China from 2012 to 2019

### Source and methodology information

### Notes:

\*Forecast.

Source iResearch

Conducted by iResearch

Survey period 2012 to 2016

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by iResearch

Publication date February 2017

Original source iresearchchina.com

Website URL [visit the website](#)

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SME B2B e-commerce market structure China 2016, by platform

## Small to medium size enterprises B2B e-commerce market structure in China in 2016, by platform

### Source and methodology information

Source iResearch

Conducted by iResearch

Survey period 2016

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by iResearch

Publication date February 2017

Original source iresearchchina.com

Website URL [visit the website](#)

### Notes:

Note: the data were calculated based on the financial results published by enterprises and interviews with experts in iResearch statistical model.

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Gross merchandise volume of China's mobile shopping market 2013-2016

## Gross merchandise volume (GMV) of the mobile shopping market in China from 2013 to 2016 (in billion yuan)

### Source and methodology information

Source iResearch

Conducted by iResearch

Survey period 2013 to 2016

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by iResearch

Publication date February 2018

Original source iresearchchina.com

Website URL [visit the website](#)

### Notes:

\* Forecast. According to the source, data have been calculated based on financial reports, expert interviews and iResearch's statistical forecasting data. Note: 1 yuan equals approximately 0.15 U.S. dollars and 0.13 euros (as of May 2018).

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Breakdown of China's online shopping market 2011-2018, by device

# Breakdown of the online shopping market in China from 2011 to 2018, by device

## Source and methodology information

Source iResearch

Conducted by iResearch

Survey period 2011 to 2013

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by iResearch

Publication date March 2015

Original source 2014 China E-commerce Report, page 12

Website URL [visit the website](#)

## Notes:

\* Forecast. According to the source, data have been calculated based on financial reports, expert interviews and iResearch's statistical forecasting data.

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Market volume of mobile e-commerce in China 2009-2017

## Market volume of mobile e-commerce in China from 2009 to 2017 (in billion yuan)

### Source and methodology information

Source 100ec.cn

Conducted by 100ec.cn

Survey period 2009 to H1 2017

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by 100ec.cn

Publication date September 2017

Original source Monitoring report on internet retail market data in China 2017, page 38

Website URL [visit the website](#)

### Notes:

\* Forecast. The title of the report has been translated from Chinese. Note: 1 yuan is equal to about 0.16 U.S. dollars and 0.13 euros (as of June 2018).

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Breakdown of the m-commerce market in China Q2 2017, by company

## Market share of leading mobile shopping companies in China in the 2nd quarter of 2017

### Source and methodology information

Source iResearch

Conducted by iResearch

Survey period Q2 2017

Region China

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by iResearch

Publication date October 2017

Original source iresearchchina.com

Website URL [visit the website](#)

### Notes:

According to the source, the data were calculated based on the released financial reports of enterprises, interviews on industries and iResearch's statistical forecasting data.

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