

2016 China's Cross-border Online Shoppers Report



Cross-border Online Shoppers Had Strong Purchasing Power with a Stable Job and Life

Compared with online shoppers, cross-border online shoppers were older with better educational credentials and higher incomes, hence stronger purchasing power. On the other hand, the majority of them were married employees with kids who had stable jobs and lives and were very willing to spend.

Mainly Males	Males made up 64.8% of cross-border online shoppers, while females accounted for 35.2%. The proportion of males was higher among cross-border online shoppers than among online shoppers.	
Older	26-40 years old made up almost three fourths or 74.7% of cross-border online shoppers. Compared with online shoppers, cross-border online shoppers tended to be older. The proportion of 31-40 years old is higher among cross-border online shoppers than among online shoppers.	
	74.6% of cross-border online shoppers held a bachelor degree or above and less than 5% of them were high school graduates or below. This indicates that they were better educated than online shoppers.	Highly Educated
	More than 1/4 of cross-border online shoppers earned more than 10k per month, which averaged 11,043.9 Yuan per month, far surpassing those of online shoppers.	High Income
	Company employees made up 55.6% of cross-border online shoppers, most of whom were junior employees.	Company Employee
	66.5% of cross-border online shoppers had kids, among whom 56.1% had one kid.	Married with Kid(s)

Mainly in Southeastern Coastal Region

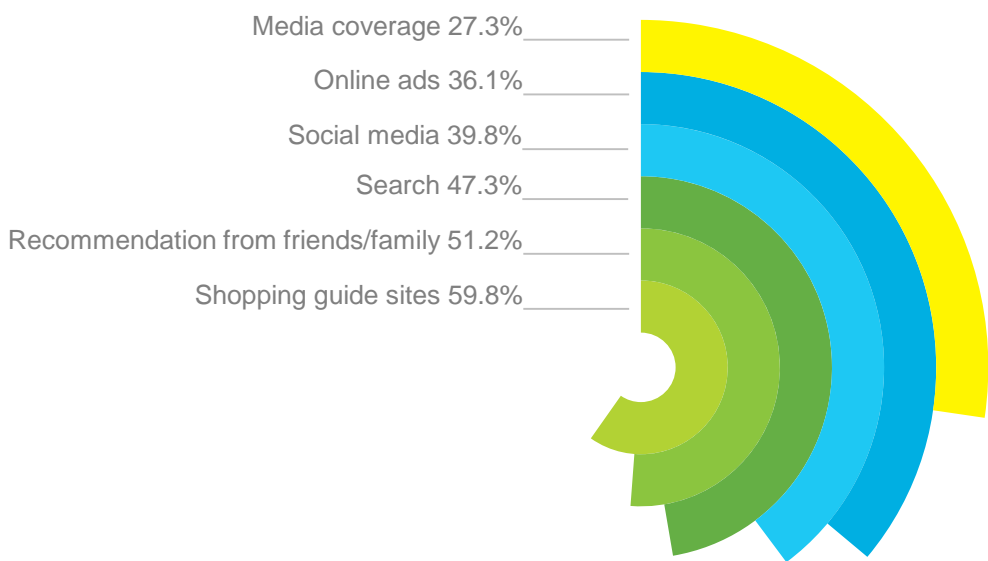
Cross-border online shoppers concentrated in the Southeastern costal regions. Guangdong and Shanghai accounted for 1/4 of total cross-border online shoppers. The top 5 provinces/cities (Guangdong, Shanghai, Jiangsu, Beijing and Shandong) were developed regions in China.

Note: Cross-border online shoppers refer to Chinese consumers who purchase overseas commodities (which are delivered from cross border) via the internet.

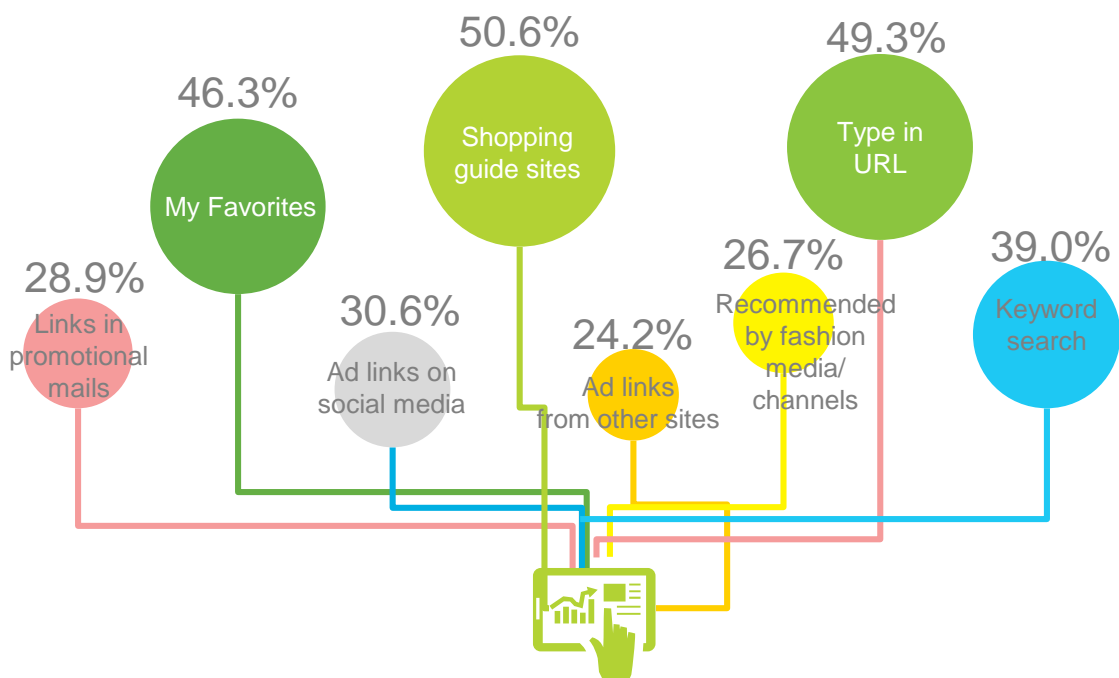
Consumers Learned about and Visited Cross-border Shopping Sites Mainly via Shopping Guide Sites

Consumers still needed guidance during cross-border online shopping and they learned about and visited cross-border shopping sites mainly through shopping guide sites. In addition, visits to cross-border shopping sites were also targeted as a fairly large proportion of them accessed cross-border shopping sites by searching keywords, typing in URL and clicking My Favorites.

Ways to Learn About Cross-border Online Shopping



Ways to Access Cross-border Shopping Sites



Q: A1. How did you learn about cross-border online shopping? C1. Which way do you often use to access cross-border online shopping sites in 2015?
Source: Online Survey on Cross-border Online Shopping Behavior of Chinese Consumers conducted by iResearch in 2016.
Sample: N=1,596.

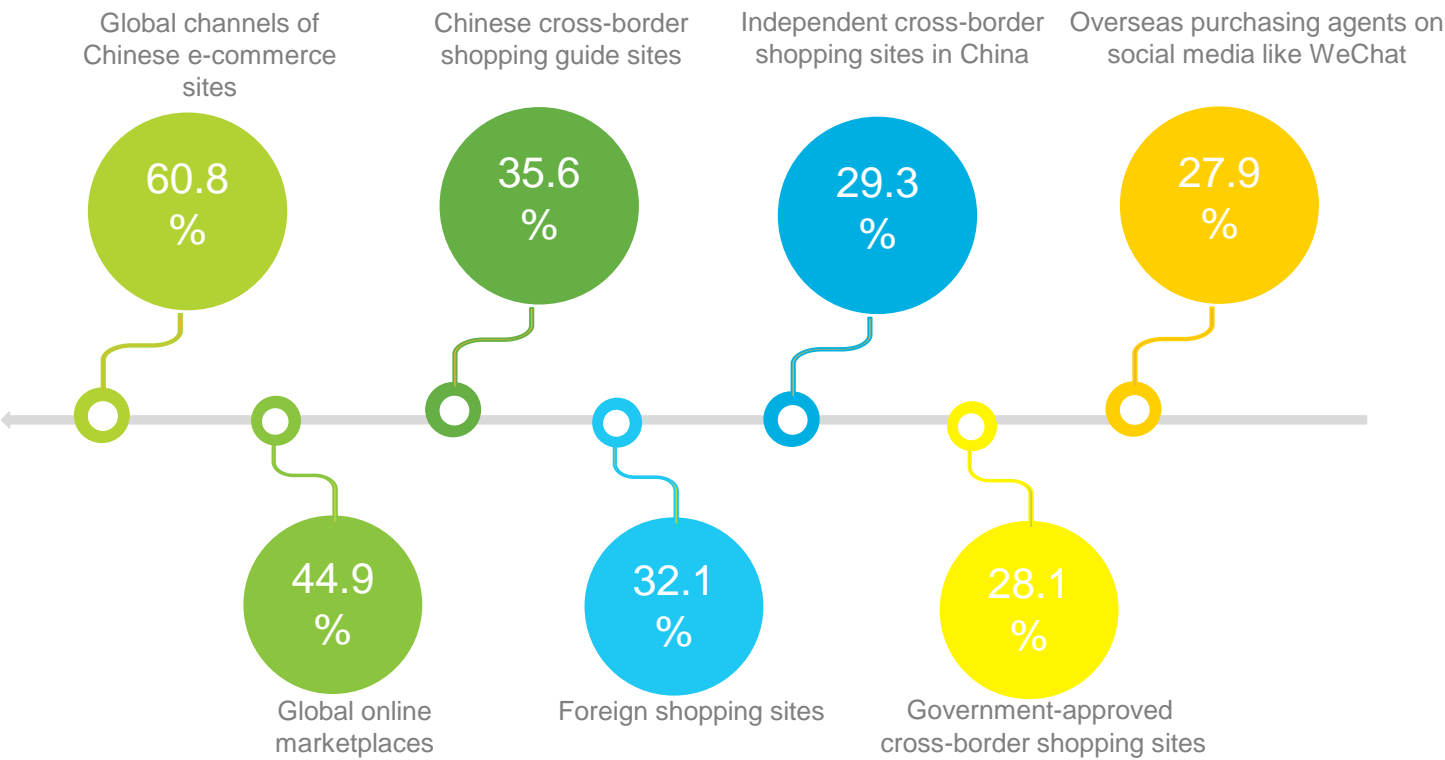
Global Shopping Channels of Chinese E-commerce Sites Were the Top Choice for Cross-border Online Shopping

More than ¾ of cross-border online shoppers used domestic cross-border shopping sites. Global shopping channels of Chinese e-commerce sites were the top choice among consumers. In addition, a fairly large proportion of cross-border online shoppers opted for foreign shopping sites. The survey also shows that independent cross-border shopping sites and government-approved cross-border shopping sites have plenty of room for growth.

Have You Purchased Foreign Goods from Chinese Cross-border Shopping Sites?



Cross-border Shopping Sites Used by Cross-border Online Shoppers in China

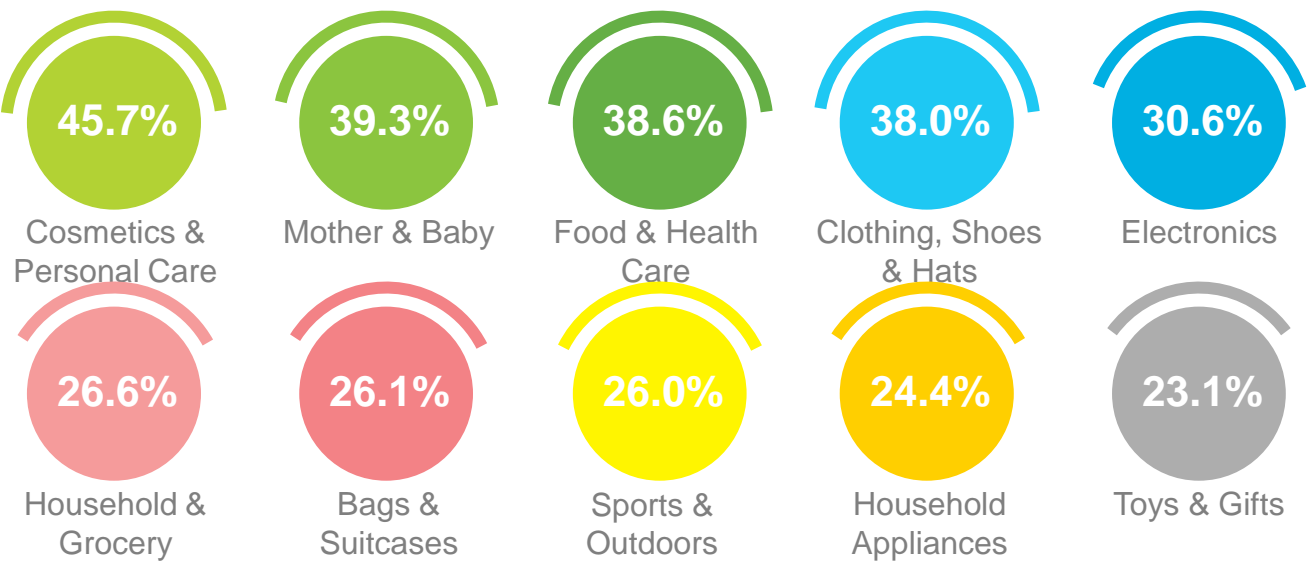


Q: A2. Which type of shopping sites do you use for cross-border online shopping? C9_1a. Have you ever purchased foreign goods from domestic e-commerce sites?
Source: Online Survey on Cross-border Online Shopping Behavior of Chinese Consumers conducted by iResearch in 2016.
Sample: N=1,596.

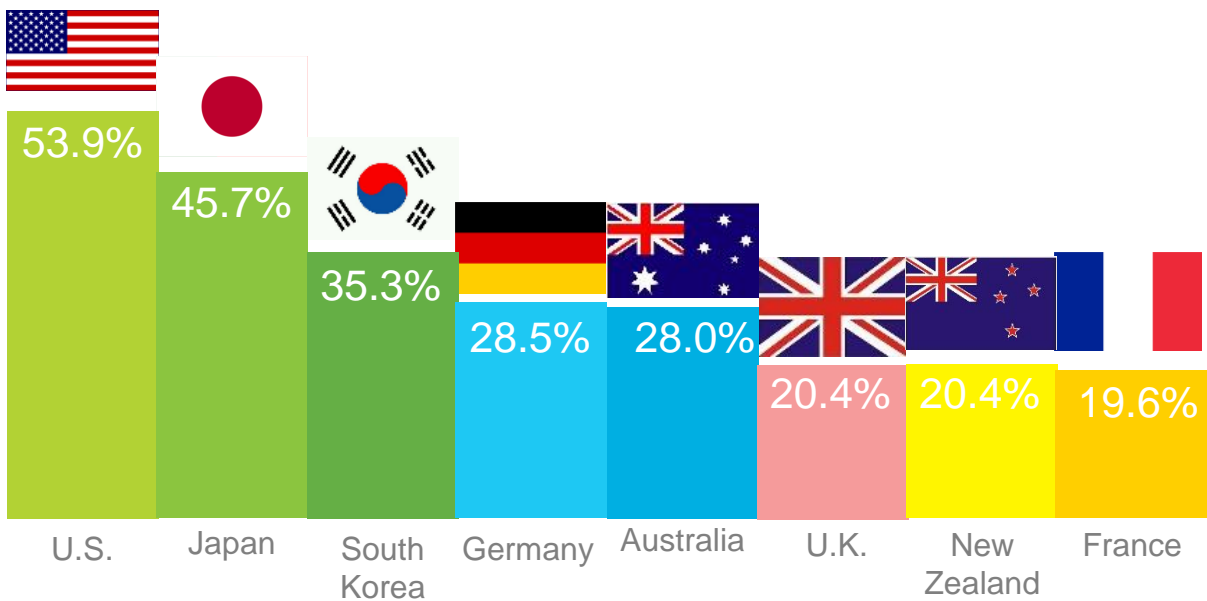
Popular Product Categories for Cross-border Online Shopping

Cross-border online shoppers in China preferred to purchase products that have high security and quality requirements such as cosmetics, mother & baby supplies and food & health care products. As far as country/region is concerned, products sold in the U.S. were the most popular, followed by Japan and South Korea.

Top 10 Product Categories for Cross-border Online Shopping



Top 8 Countries for Cross-border Online Shopping

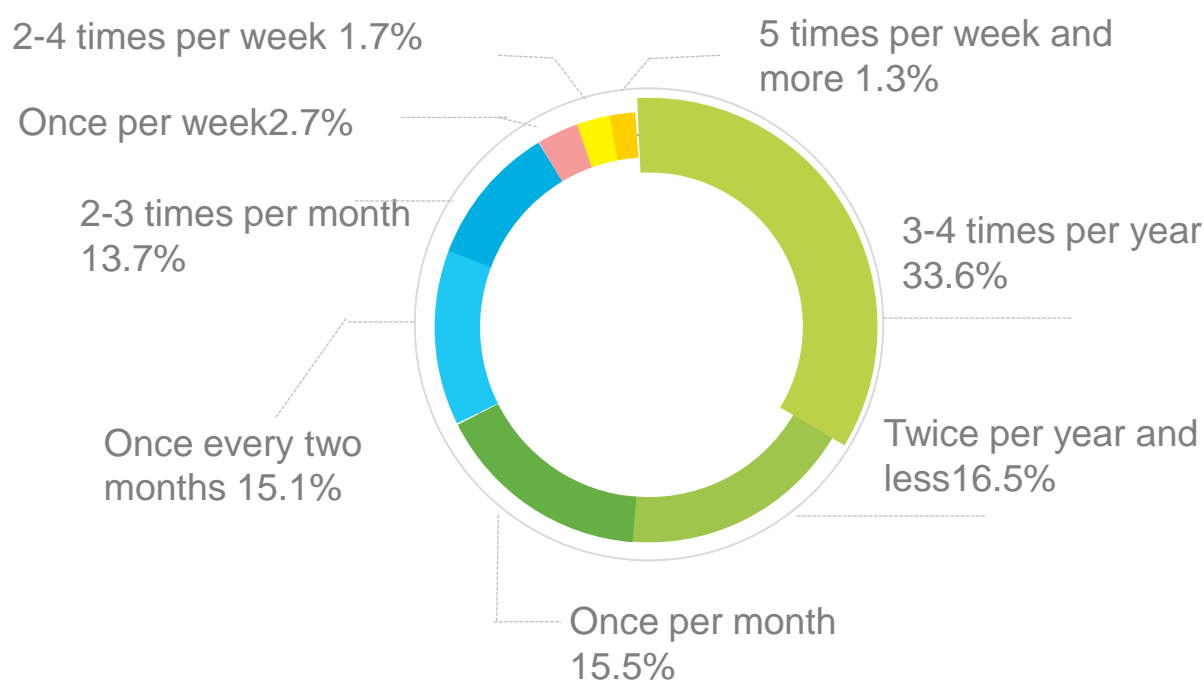


Q: A7. Thinking about cross-border online shopping, which product categories have you purchased in 2015? A3. Thinking about cross-border online shopping, from which countries/regions have you purchased commodities?
Source: Online Survey on Cross-border Online Shopping Behavior of Chinese Consumers conducted by iResearch in 2016.
Sample: N=1,596.

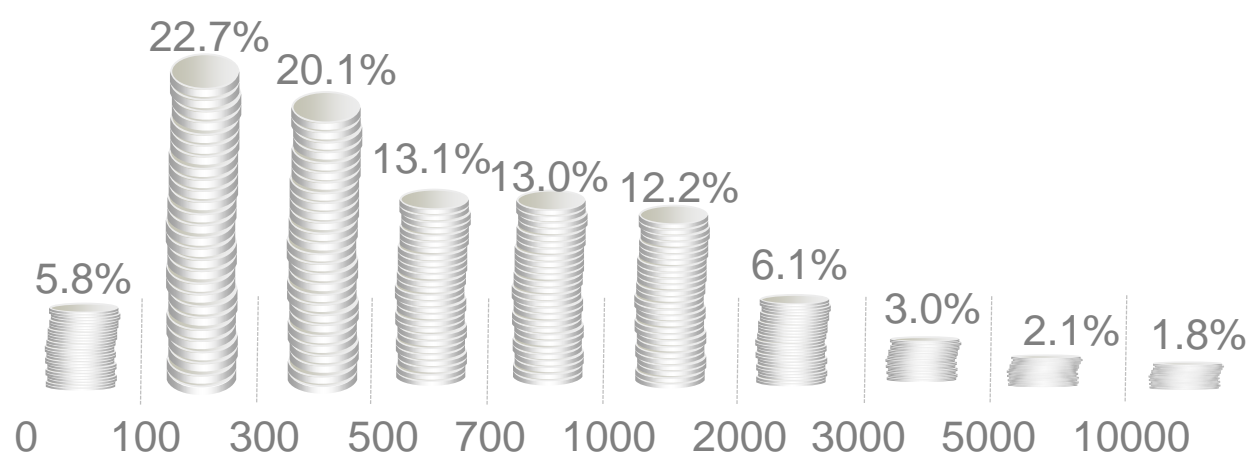
Consumers Shopped Online from Cross Border Less Frequently and Mainly Spent 100-500 Yuan per Order on Average

Cross-border online shopping is still in early to middle growth stages. On the whole, consumers shopped online from cross border less frequent than they shopped online as about 3/4 of them did cross-border online shopping less than once per month. Nevertheless, sales per customer transaction concentrated in the 100 to 500 Yuan range, higher than those of online shopping. 1/4 of cross-border online shoppers spent more than 1,000 Yuan per order.

Frequency of Cross-border Online Shopping



Average Order Value for Cross-border Online Purchases

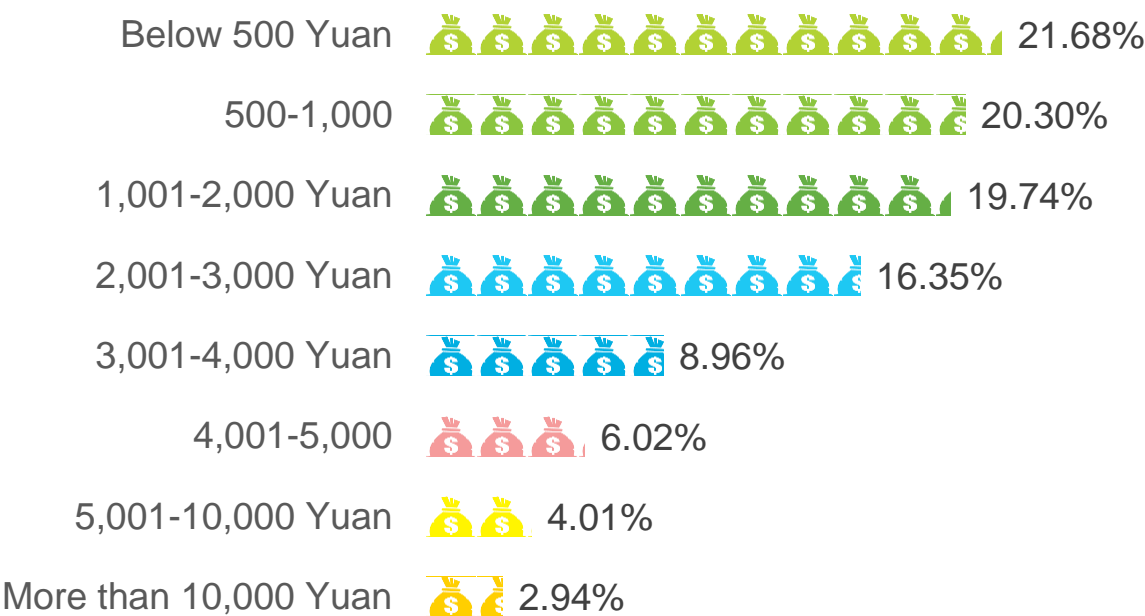


Q: A4. How often did you engage in cross-border online shopping in 2015? A6. What is the average order value for your cross-border online purchases in 2015?
Source: Online Survey on Cross-border Online Shopping Behavior of Chinese Consumers conducted by iResearch in 2016.
Sample: N=1,596.

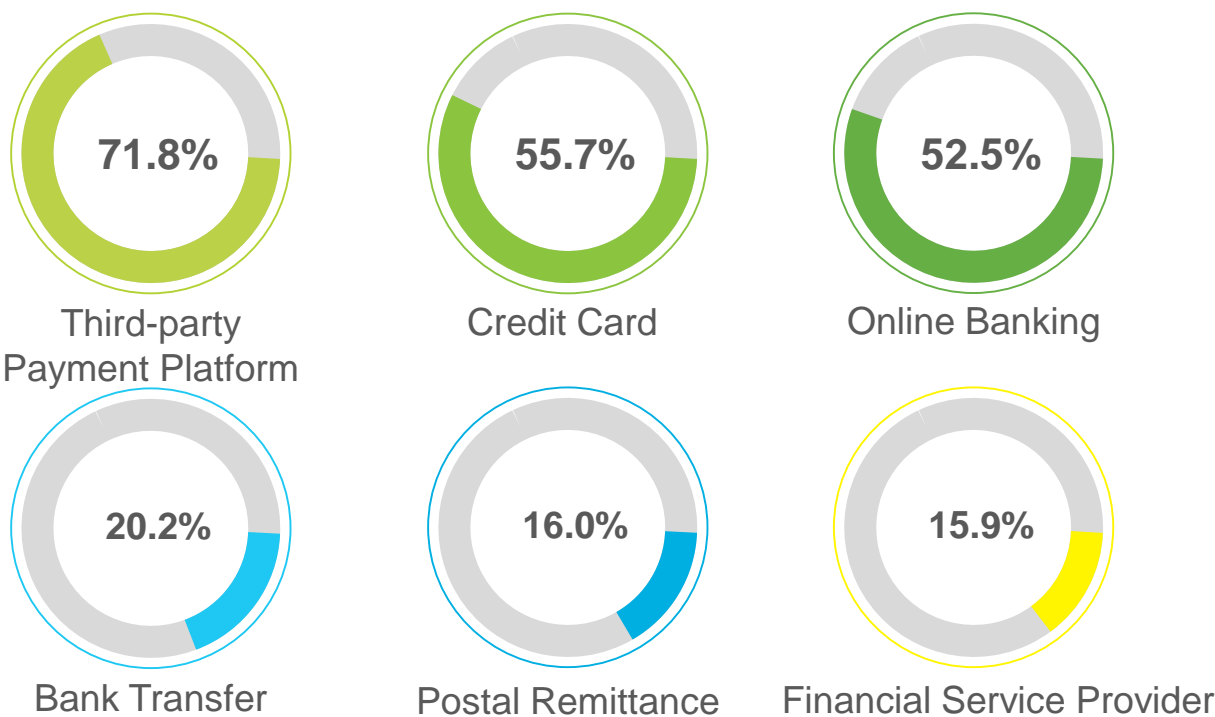
Most Cross-border Online Shoppers Spent Less than 2,000 Yuan per Month on Cross-border Online Shopping

As third-party payment platforms provide better cross-border payment solutions, payment is no longer a pain point for cross-border online shopping.

Average Monthly Spending on Cross-border Online Shopping



Payment Options for Cross-border Online Shopping

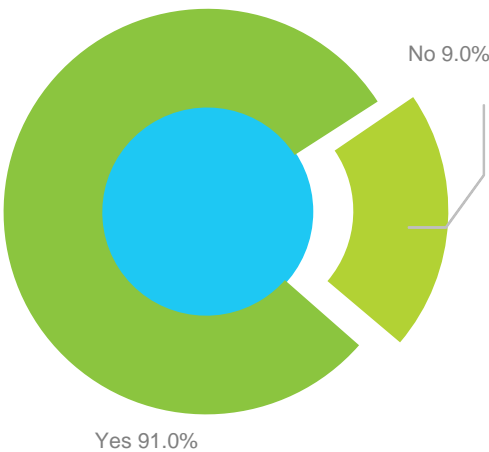


Q: A5. How much did you spend on cross-border online shopping per month on average in 2015? C4. Which payment methods did you use for cross-border online shopping in 2015?
Source: Online Survey on Cross-border Online Shopping Behavior of Chinese Consumers conducted by iResearch in 2016.
Sample: N=1,596.

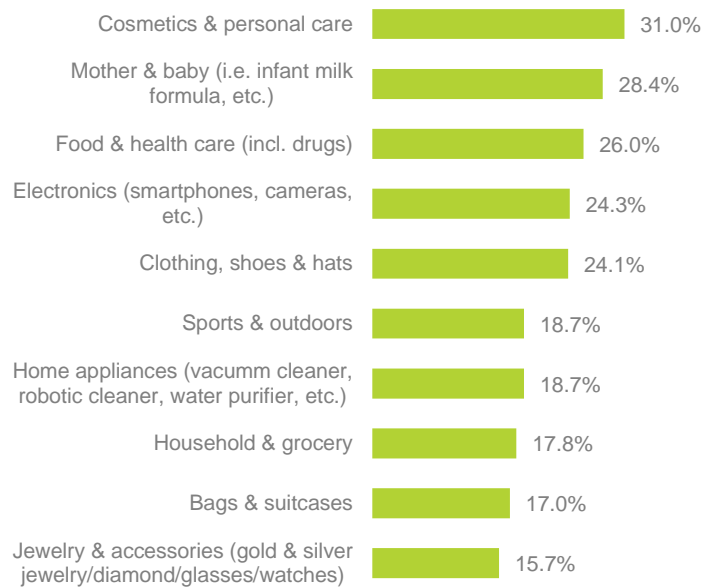
Global Channels of Chinese E-commerce Sites Remained as the Top Choice for Future Cross-border Online Purchases

Cosmetics & personal care products, mother & baby supplies and food remain as the most popular categories for future cross-border online shopping. In addition, consumers showed almost the same preference for shopping sites for future purchases.

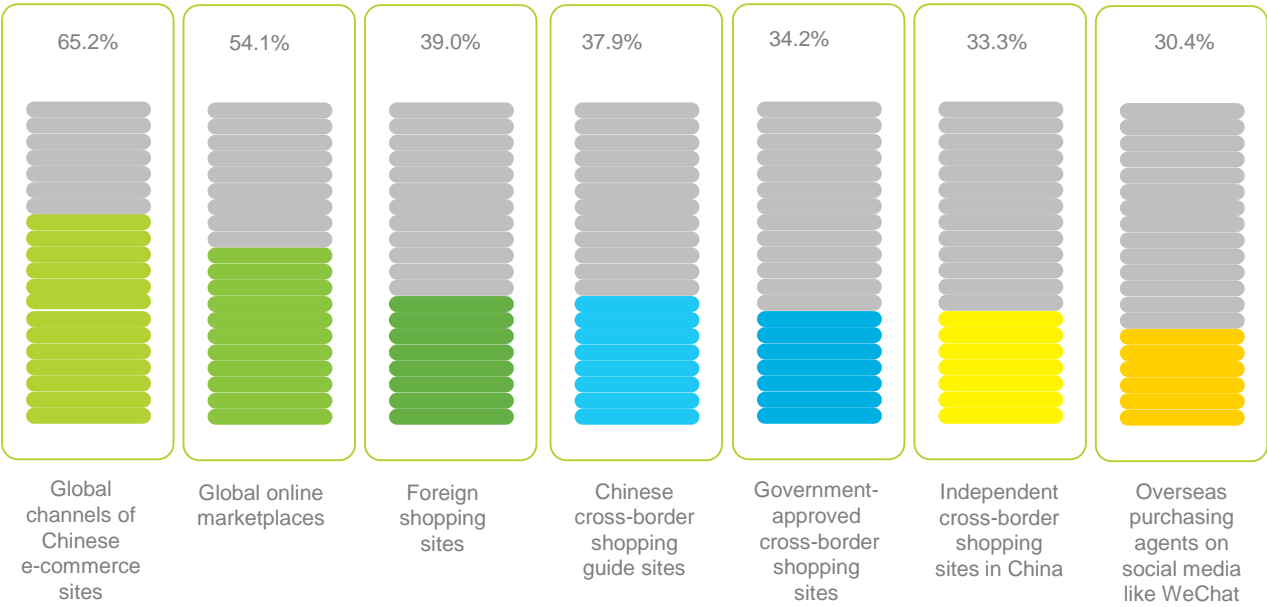
Are You Willing to Shop Online from Cross Border in the Future?



Top 10 Product Categories for Future Cross-border Online Shopping



Websites Preferred by Consumers for Future Cross-border Online Purchases



Q: C11. Which websites would you prefer to use for cross-border online shopping in the future? A7. Which product categories did you purchase during cross-border online shopping in 2015?
Source: Online Survey on Cross-border Online Shopping Behavior of Chinese Consumers conducted by iResearch in 2016.
Sample: N=1,596.

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Founded by Henry Yang in 2002, iResearch is a leading consumer insights and data analytics consulting firm in China. We help you unlock the power of the Internet with premium data products, analytics and consulting services to increase your understanding of China's Internet space and, therefore, enhance your profitability and competitiveness.

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