

# 中国消费者跨境消费 趋势洞察报告

## 新加坡篇(精简版)

Cross-Border Consumption Trends of Chinese Consumers  
Singapore Version (Condensed Version)

2018.04.12

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01

# 跨境消费市场概览

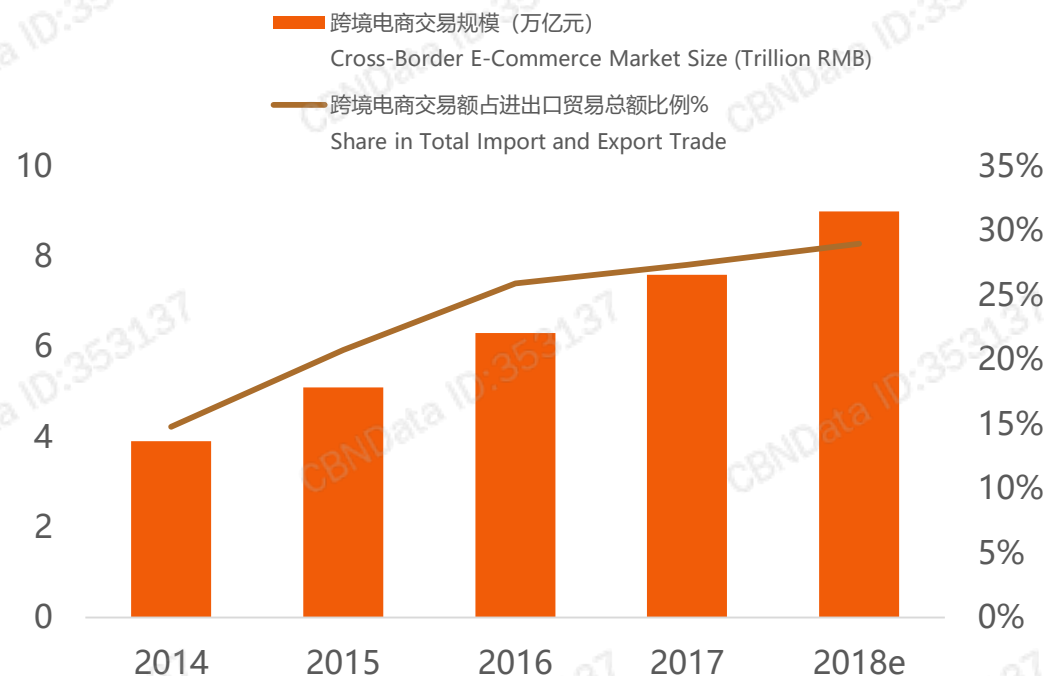
Cross-Border Consumption Overview

# 中国跨境电商交易规模稳定增长

Market Size of Chinese Cross-Border E-Commerce keeps growing

中国跨境电商交易规模以及占进出口贸易总额比例

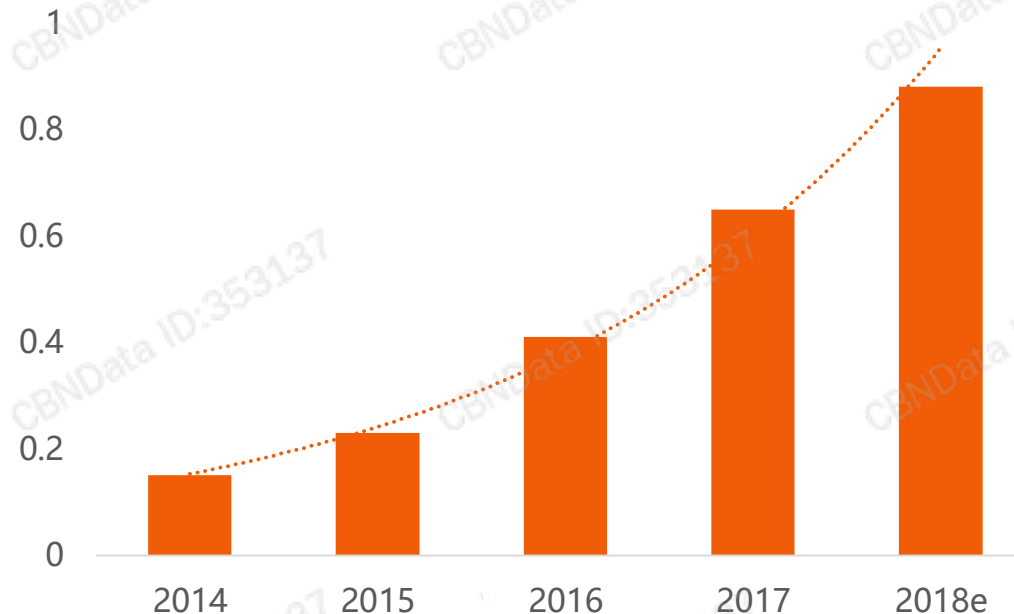
Chinese Cross-Border E-Commerce Market Size & Share in Total Import and Export Trade



数据来源：国家统计局 Source: State Statistical Bureau

海淘用户规模 (亿人)

Number of Cross-Border Consumers (Hundred Million)



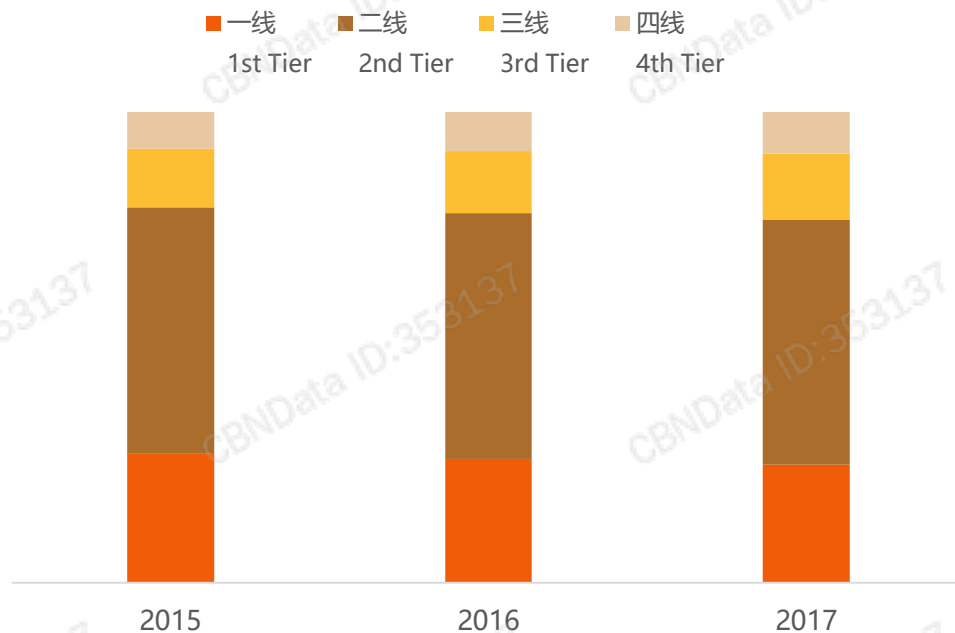
数据来源：艾媒咨询 Source: iiMedia Research

# 跨境消费普及化

Cross-Border Consumption Has Become More Prevalent

不同线城市消费者消费金额占比

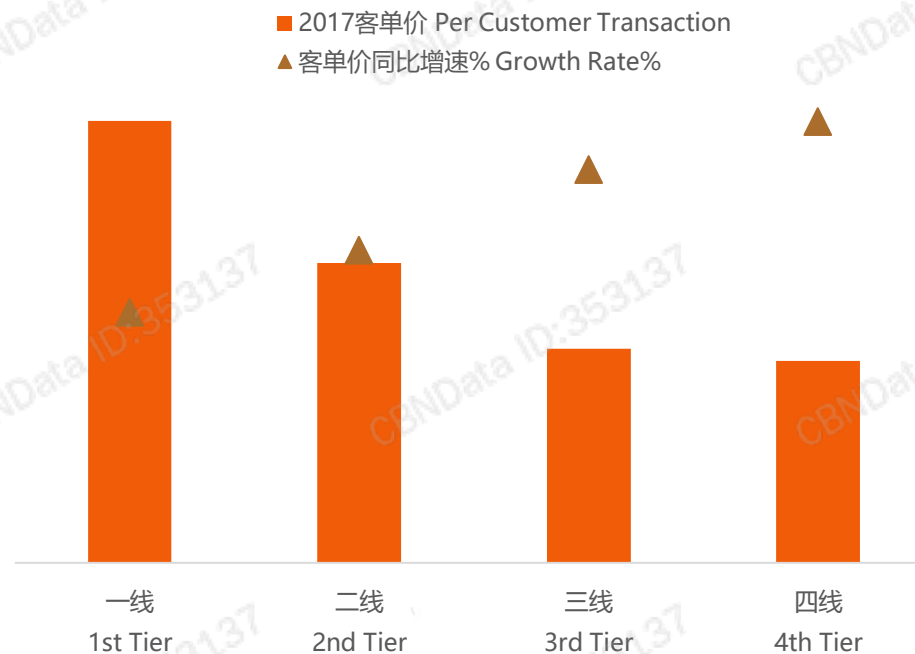
Cross-Border Consumption Distribution of Different City Tiers



数据来源：阿里数据 Source: Alibaba data

2017年不同线城市消费者客单价及同比增速

2017 Cross-Border Per Customer Transaction Amount & Growth Rate% By City Tiers



数据来源：阿里数据 Source: Alibaba data



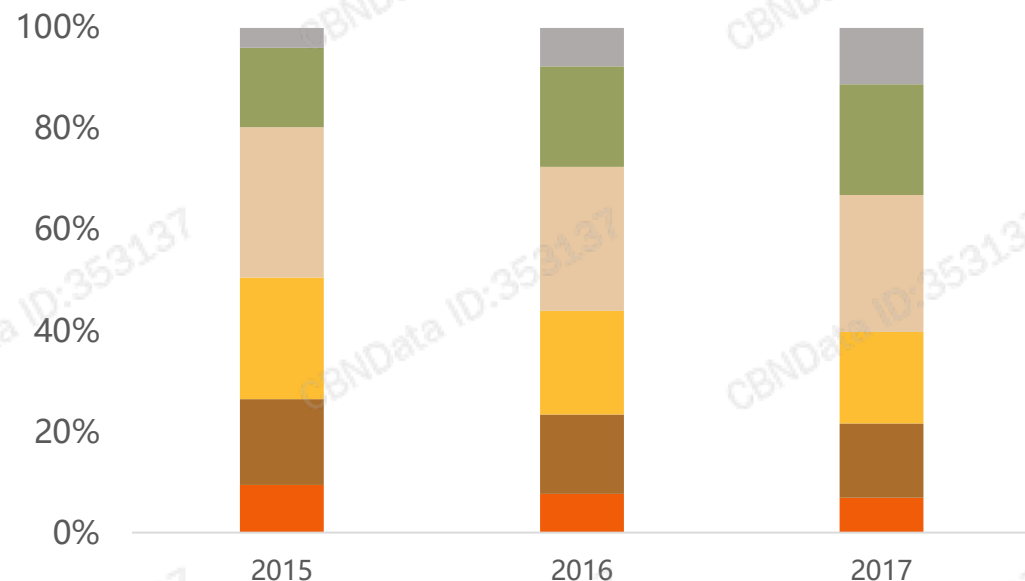
# 年轻用户成为跨境消费主力军

Young Consumers Become the Main Purchasing Power of Cross-Border Consumption

跨境消费金额年龄分布

Cross-Border Consumption Value Share by Age Group

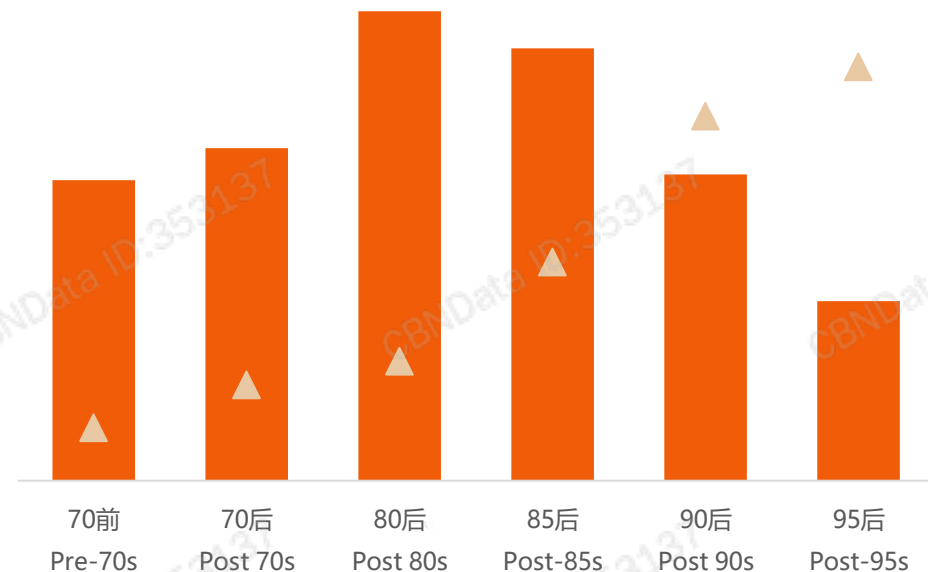
70前 70后 80后 85后 90后 95后  
Pre-70s Post 70s Post 80s Post-85s Post 90s Post-95s



2017年各年龄段消费者客单价及客单价同比增速

2017 Cross-Border Per Customer Transaction Amount & Growth Rate% By Age Groups

2017客单价 Per Customer Transaction 客单价同比增速% Growth Rate%



数据来源：阿里数据 Source: Alibaba data

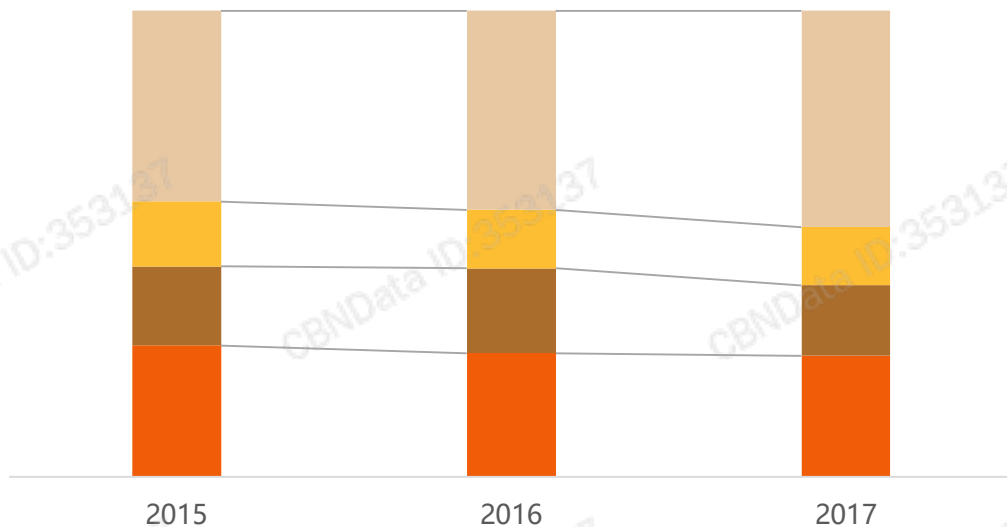
# 国别购买更加丰富

## More Purchasing Choices in Product Countries

各原产地国商品消费金额占比

Sales Proportion by Product Origin Countries

■ 日本 Japan ■ 韩国 Korea ■ 美国 United States ■ 其他 Others

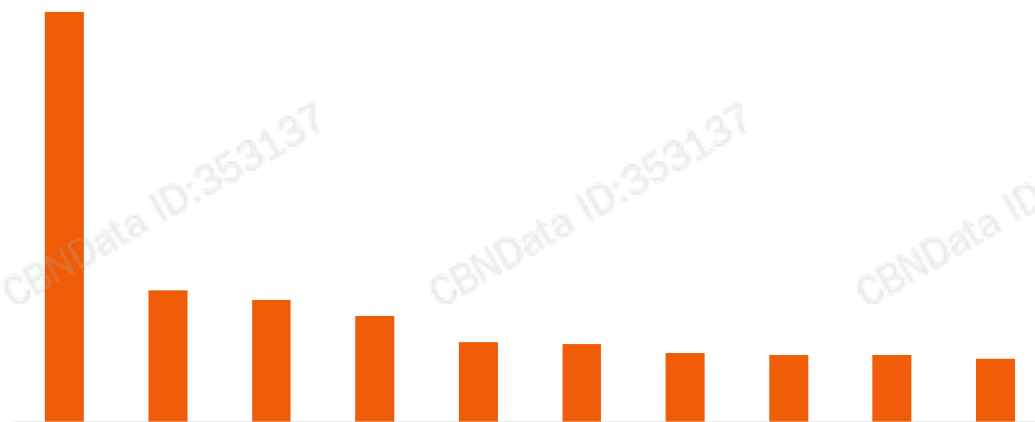


数据来源：阿里数据 Source: Alibaba data

2017年小众国家热度提升前十

2017 Top 10 Increasing "Popularity Index" Niche Countries

希腊 Greece 以色列 Israel 匈牙利 Hungary 西班牙 Spain 奥地利 Austria 波兰 Poland 比利时 Belgium 智利 Chile 泰国 Thailand 意大利 Italy



热度提升指数：2017年来自该国的商品跨境消费金额/2016年来自该国的商品跨境消费金额-1  
Increasing "Popularity Index" = 2017 sales of products / 2016 sales of products - 1

02

# 跨境消费趋势

Trends in Cross-Border Consumption

趋势一 跨境消费习惯更加成熟

Trend 1 Cross-Border Consumption Become More Mature

趋势二 健康化成为常态

Trend 2 The Normalized Healthiness

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预览已结束，完整报告链接和二维码如下：

[https://www.yunbaogao.cn/report/index/report?reportId=1\\_17230](https://www.yunbaogao.cn/report/index/report?reportId=1_17230)

