

Insights into Consumption of Imported Goods in China

- 2016 Tmall Global Annual Data Report

CBNData × 天猫国际
第一财经商业数据中心

TMALL GLOBAL



CONTENTS

01

An Overview of Imported Goods Consumption in China

02

Consumer Groups: Expansion of consumer population of Imported Goods

03

Consumption Upgrade: Growing Accustom to Consuming Imported Goods

04

Consumption Motivation: Diverse Consumer Demands

05

Events: Impact on Import Consumption Decisions

An Overview of Imported Goods Consumption in China



Favorable policies help cross-border e-commerce to maintain steady development.

The main mode of cross-border e-commerce during this period was mainly about "entrusted purchasing," and a small number of high-income women have begun to engage in cross-border online shopping.

The model began to transfer to bonded import, collected goods import, and little package post mail. Cross-border B2C platforms led by Tmall Global appeared around 2014.

Lifting the tariff will boost cross-border e-commerce consumption. With tariff rate changes, the categories will be more abundant. Logistics system and business model will be expanded following the trend of an increase in the choices of goods.



Early stage of cross-border e-commerce



Development stage of cross-border e-commerce



Mature stage of cross-border e-commerce

Before 2012

- 1994.11 *Circular of the General Administration of Customs on Adjusting the Limits and Exemptions of Personal Articles in Inward and Outward Mail*
- 2004.7 *Announcement No.43, 2010 of the General Administration of Customs of the People's Republic of China (Concerning the Issues for Adjusting Measures for the Management of Personal Postal Delivery Items)*

2012-2015

- 2012.5 *Notice on the Implementation of National E-commerce Pilot Work* by National Development and Reform Commission
- 2014.2 *Announcement No. 12, 2014 of the General Administration of Customs of the People's Republic of China on "Addition of Customs Supervision Codes"*
- 2014.7 *Announcement No. 56,57 of the General Administration of Customs*
- 2015.6 *Guidance on the Promotion of Healthy and Rapid Development of Cross-border E-commerce* by the State Council

After 2016

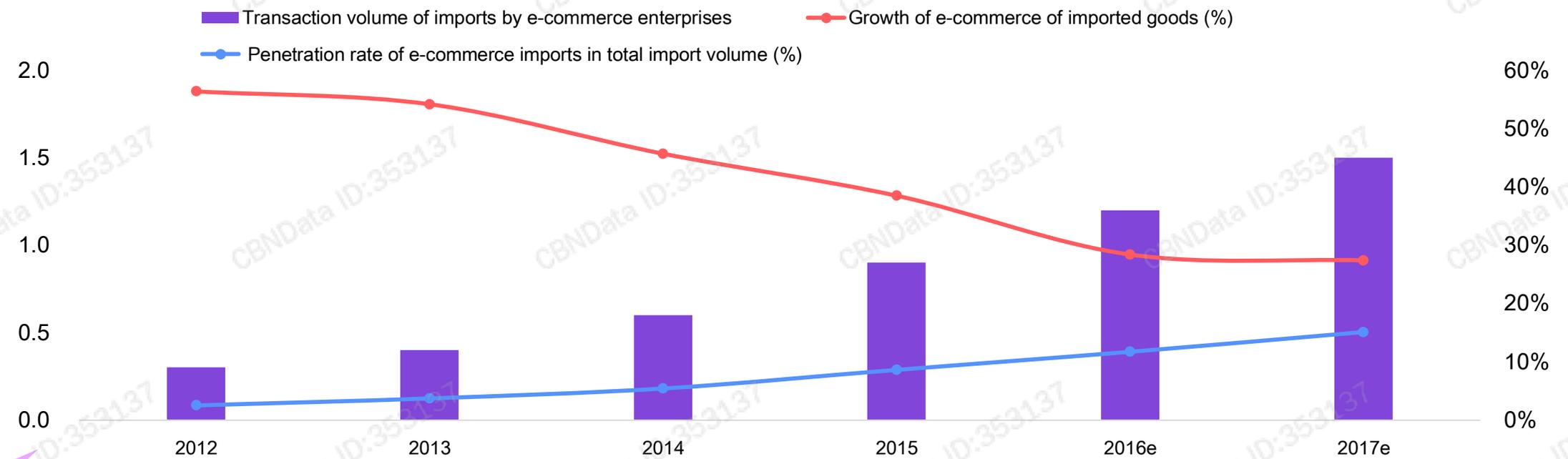
- 2016.3 *Notice on Import Tax Policies for Retails in Cross-border E-commerce* by Ministry of Finance
- 2016.4 *Cross-border E-commerce Retail and Imported Goods List* by Ministry of Finance
- 2016.9 *Released by G20 Global Trade Growth Strategies*
Released by B20 2016 B20 Policy Proposal Report

Source: Internet data

Consumption upgrade becomes a new driver for market growth, Chinese consumers' demand for imported goods increases.

- The total volume of imports by e-commerce enterprises maintains a stable growth of more than 30%, and the market enters a period of rapid growth.
- Retail dominates cross-border e-commerce, and the increase of penetration in total imports shows that domestic consumers are increasingly interested in buying imported goods online, shifting from price-sensitive to quality-conscious.

China's cross-border e-commerce between 2012 and 2017e



Source: iResearch

Tmall Global continues to upgrade the supply of imports. Ability to capture china's new wave of middle class consumption will be crucial for future success.



Covered countries and regions

63

20% new countries of origin joined in



Product categories

3700⁺

1700⁺ categories newly introduced



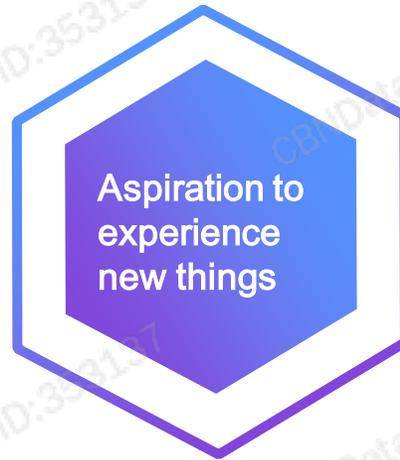
Introduced brands

14500⁺

80% of them were imported to China for the first time

Note: the data displayed on this page is a comparison with those of Tmall Global in 2015

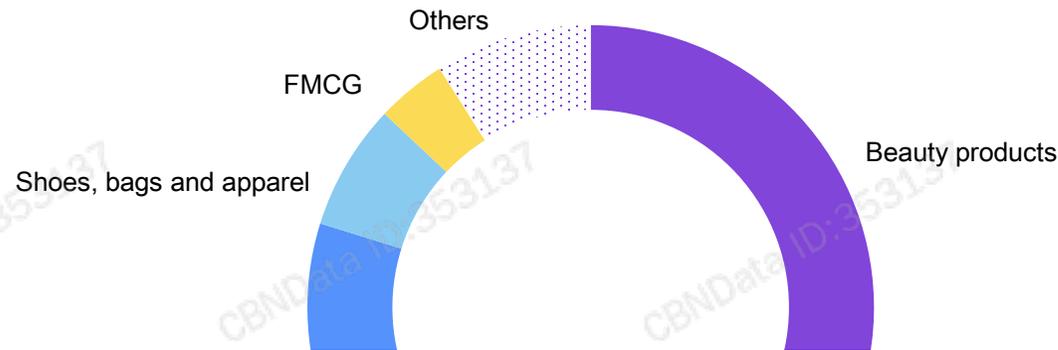
Change in family circumstances, the aspiration to experience new things and quality consciousness are three key motivators for imported goods consumption.



Tmall Global has shown significant cyclical sales growth since its official launch in early 2014; in 2016, the proportion of beauty care products soared, ranking first.

- Food, beauty products and mother&baby products are the main categories driving sales.
- Since 2016, beauty products' share has been soaring and leapt to first place, while FMCG's has risen significantly.

Tmall Global sales in 2016 by product category



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_17273

