

Press Release

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Chinese B2C E-Commerce continues its steady growth

Hamburg-based market research firm yStats.com presents all important Chinese B2C E-Commerce facts and figures in its latest “China B2C E-Commerce Report 2011”. In addition to the major players, revenue figures and market shares, the report also covers general online use, customer preferences and the latest trends.

The number of internet users in China is predicted to grow from previously approximately 400 million to more than 600 million by 2015. Chinese shoppers are very enthusiastic about online shopping. As a result, the number of online shoppers is expected to increase to more than 300 million by 2015. Convenience and good deals are most frequently cited as the advantages of online shopping.

Mobile online shopping and group shopping increasingly popular in China

Mobile shopping continues to gain ground in China. This trend can be attributed to the growing number of smartphone sales and the increased use of 3G networks. Here, Taobao, one of the major online retailers in China, was leading with its ground-breaking mobile apps. According to the “China B2C E-Commerce Report 2011” by yStats.com, the most successful Chinese B2C E-Commerce players in 2010 were Tmall.com, 360buy.com, Amazon.cn and Dangdang.com. Group shopping is another trend that predominates in this sector, prompting an ever higher number of competitors to enter the market, with the players Ju.taobao.com, Lashou.com and Meituan.com leading in June 2011.

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About yStats.com

yStats.com has been committed to research up-to-date, objective and demand-based data on markets and competitors for top managers from various industries since 2005. Headquartered in Hamburg, Germany, the firm has a strong international focus and is specialized in secondary market research. In addition to offering reports on markets and competitors, yStats.com also carries out client-specific research. Clients include leading global enterprises from various industries including B2C E-Commerce, electronic payment systems, mail order and direct marketing, logistics, as well as banking and consulting.