



A focus on China

We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.

To help you understand how consumers in China shop online, we've uncovered what (and how) they buy, their delivery and returns preferences and where they buy from.

In this report, we uncover what's important to online shoppers in China. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

Whether you already sell to China or are considering doing so, these insights can help you expand into this market.

Key

- ↑ = Higher than global average
- = Same as global average
- ↓ = Lower than global average

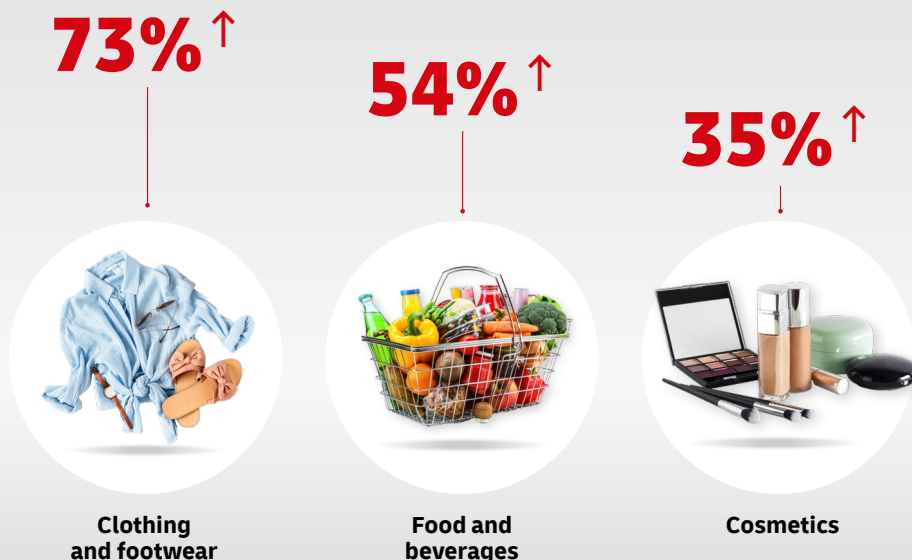


To find out more about the data used in this report, [click here](#)



How does China shop online?

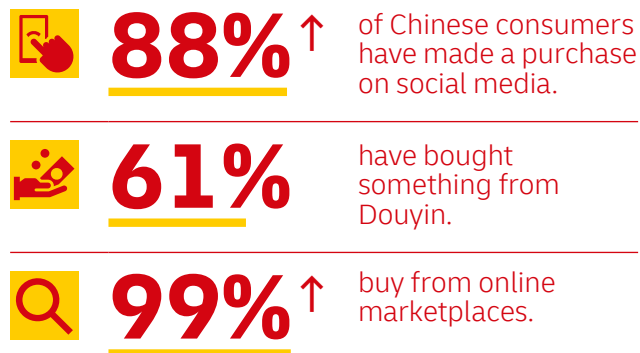
People in China are regular shoppers – **92% browse online at least two to three times a week**, and 90% make a purchase at least once a week. But what do they buy online?



39% of Chinese consumers have an online shopping subscription. 65% subscribe to household products and 64% to food.

!! 37% will abandon their baskets if they find the product cheaper elsewhere.

Did you know?



Which marketplaces are most popular in China?



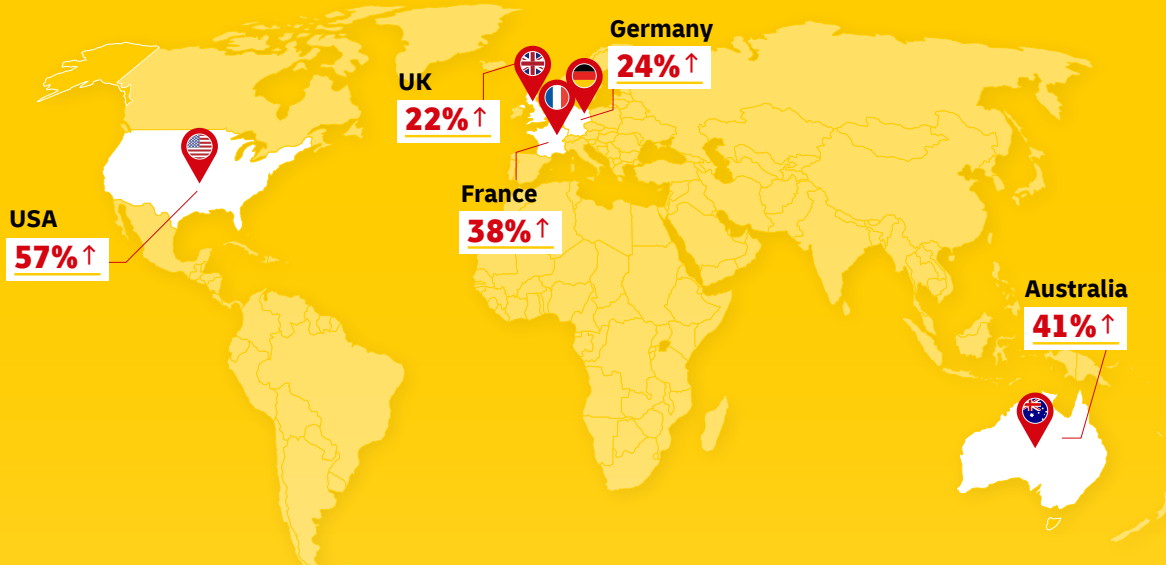
Spending habits of Chinese shoppers



Selling to China

29% of Chinese shoppers buy from online retailers in other countries. And **75% do so at least once a month**. But where do they buy from (and why)?

Which countries do they buy from?



64% ↑

buy from abroad to get better quality products.

51% ↑

don't buy from abroad as they can find everything they need in China.

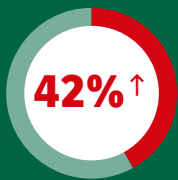
How important is sustainability to shoppers?



say sustainability is important to them when shopping online.



want to know how climate-friendly their delivery is.



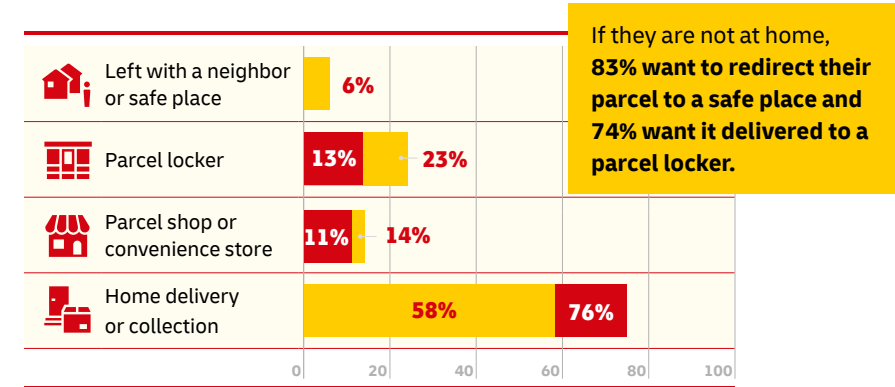
would switch to collection to make their delivery more sustainable.

COUNTRY TRENDS REPORT



How do they prefer to receive and return their orders?

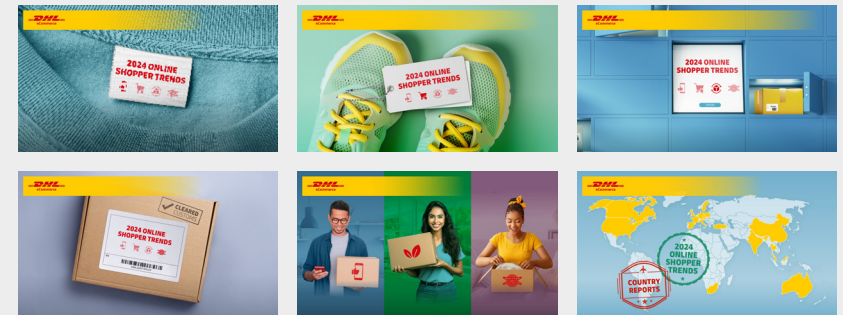
93% of Chinese consumers say delivery options influence where they shop online. If you're thinking about selling to China, what delivery and returns options should you offer?



63% ↑ say free returns would improve their online shopping experience.

■ Delivery
■ Returns

Discover more insights about what shoppers want from online retailers in our **2024 Online Shopper Trends Reports and Country Reports**.



2024 Online Shopper Trends

