

# Clicks, carts & conversions in China



## What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

### Key

↑ = Higher than global average

→ = Same as global average

↓ = Lower than global average

## Unpacking the dynamic Chinese market

**96% ↑** Social shoppers

**83% ↑** Sustainable shoppers

**80% ↑** Black Friday shoppers

**55% ↑** Refurbished and recycled shoppers

**51% ↑** Subscription shoppers

**42% ↓** Cross-border shoppers

## What do they buy?

Electronics **69% ↑**

Clothing **61% ↓**

Sport, leisure & hobby items **55% ↑**

Household products **54% ↑**

Books **54% ↑**

**95% ↑**

browse online at least once a week

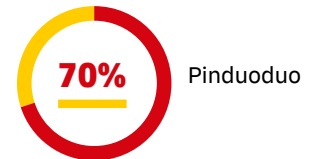
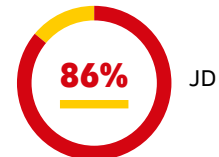
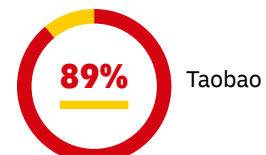
**87% ↑**

make a purchase online at least once a week



**98% → buy from marketplaces**

Which ones do they buy from the most?



## What device do they use?

Smartphone **99% ↑**

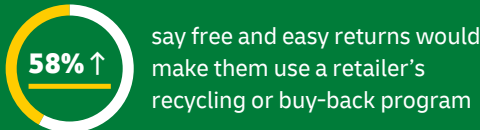
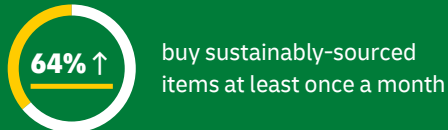
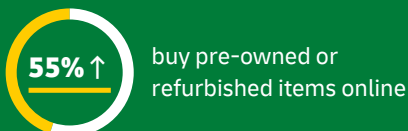
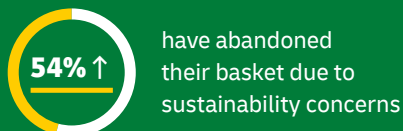
Retailer's mobile app **90% ↑**

Laptop/desktop **79% ↓**

Voice commands **59% ↑**

## The shift to more sustainable choices

2 in 3 Chinese shoppers say sustainability will become more important to them in the next five years.



## How do they pay?

Digital wallet **84% ↑**

Credit or debit card **79% ↓**

Buy Now, Pay Later **70% ↑**

## Social shopping

96% of Chinese shoppers have made a purchase on social media, and 92% say it could become their top shopping destination by 2030.

**89% ↑**

say trends or viral products influence their buying decisions

**90% ↑**

are interested or somewhat interested in live-streamed shopping events

**68% ↑**

say customer reviews on social media influence their buying decisions

## What are their delivery and returns expectations?

77%↓ of Chinese shoppers will abandon their basket if not offered their preferred delivery options, and 78%↓ if not offered their preferred returns options.

### Delivery preferences

Home delivery **38%↓**

Parcel shop **26%↑**

Parcel locker **24%↑**

### If they're not home to receive their parcel, they prefer to:

Redirect to a safe place **32%↑**

Redirect to a parcel locker **30%↑**

Redirect to a parcel shop **19%→**

### Returns preferences

Home collection **65%↑**

Parcel shop **20%↓**

Parcel locker **15%↓**

### What are their return label preferences?

Label included in their parcel **60%↑**

Scan a QR code at drop off **31%↑**

Print-at-home label **10%↓**

**81%↑**

have returned an item to an online retailer

**95%↑**

return up to 30% of their purchases

**44%↑ track and redirect their deliveries using the delivery provider's app.**  
**21%↑ use the retailers' app.**

### Who buys from China?



**Thailand**

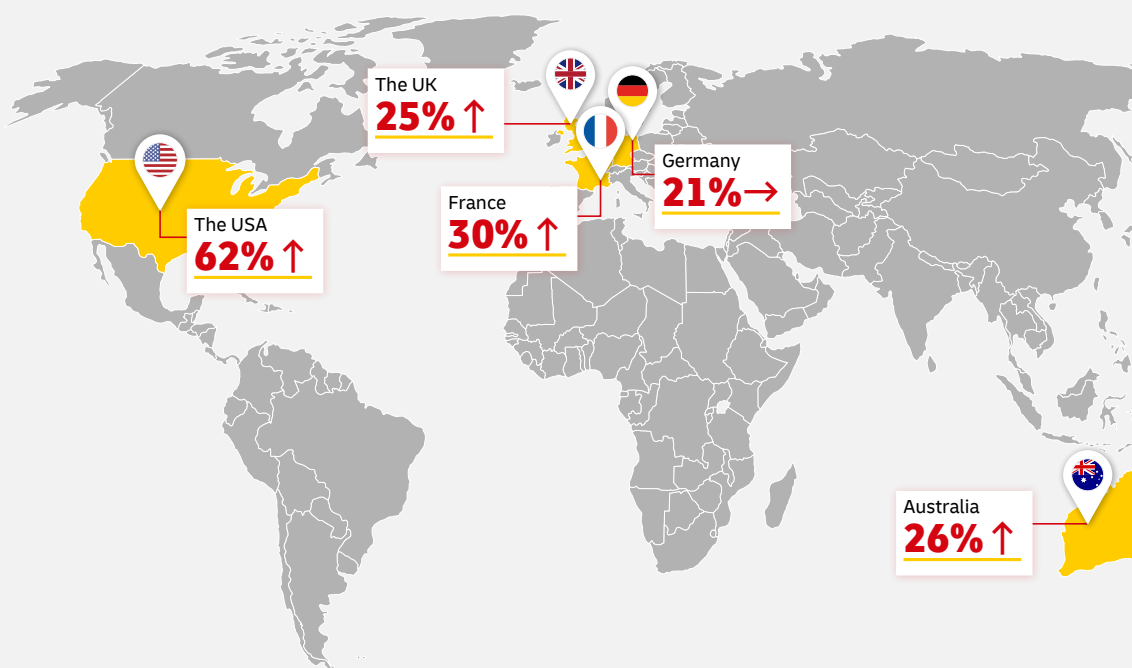


**Malaysia**



**Brazil**

## Where does China buy from?



**63%↑**

buy from other countries to get better quality products

**36%↑**

don't buy from other countries because of complex returns processes

**54%↑**

say secure payment options and buyer protection would encourage them to buy cross-border

## What does it take to win over Chinese shoppers?

**54%↑**

say long delivery times frustrate them

**65%↑**

say free returns would improve their online shopping experience

**3 in 5**

won't buy from an online retailer if they don't trust the delivery or returns provider

**49%↑**

have abandoned their basket because delivery is too slow

**59%↑**

mainly buy from online retailers that offer free returns



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