

March 2017

海淘 - China

“尽管增长迅猛，但海淘市场在中国整体在线零售市场中的占比预计不久将触及峰值。更多外国品牌都进行了本土线上布局，海淘因而对于市场新晋竞争者扩大知名度有着更重大的意义。随着更多外国品牌挤入市场，零售商和品牌在向购物者进行营销时必须更加锐意创新，借用视频、在线竞赛游戏和特别事件为消费者带来更尽享的体验。同时，由于中国在线购物者经验更丰富、出国旅行增多、对优质客户服务的要求更高，他们也迫使外国品牌和零售商不断推陈出新，以别出心裁的方式让其保持兴奋期待。”

Beauty Retailing - China

“Online shopping is supporting the growth of the beauty retailing market and compensating for stagnating offline sales. Concern about product authenticity does not prohibit consumers from looking for products online, even for premium products, because the wide selection of imported products and competitive prices in online stores are still strong ...

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Haitao Shopping - China

“Despite rapid growth, the Haitao market is expected to peak soon within China’s overall online retail market. More foreign brands are establishing local online presence, while Haitao is more important for market newcomers to make a name for themselves. As more foreign brands crowd the market, retailers and brands have ...

美容零售 - China

“网购的蓬勃发展推动了美容零售市场的增长，并弥补了趋于停滞的线下实体店的销售。担心买到假冒伪劣商品并不会阻碍消费者在线上购买美容产品，甚至高端美容产品，因为种类丰富的进口产品价格优势仍然是驱动消费者选择电商渠道的强有力因素。”