星圖數據

Big data company

How to effectively enter Chinese market

Knowing E-commerce well

Content

China B2C market size

Chinese consumer profile

Distinguish from general import trade and cross border e-commerce
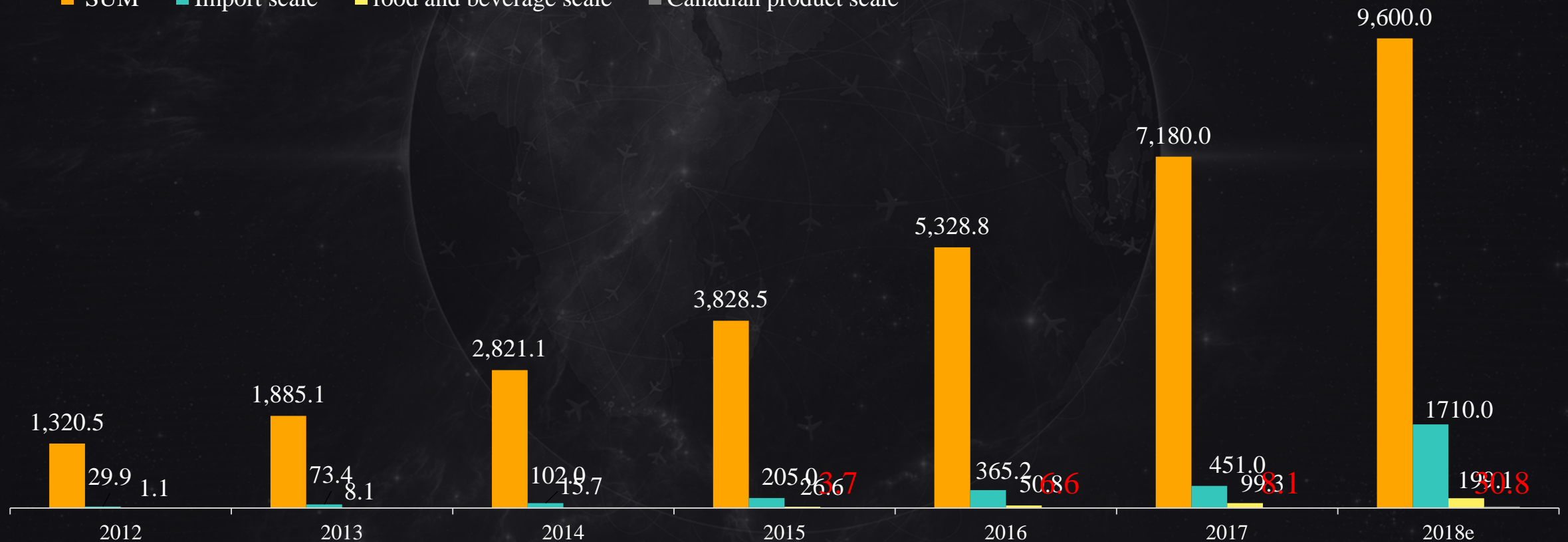
Part One
China B2C market size
and development trend

● China B2C e-commerce is continuously growing in two digits.

● China B2C imports rate is growing 2 times as fast as the whole market.

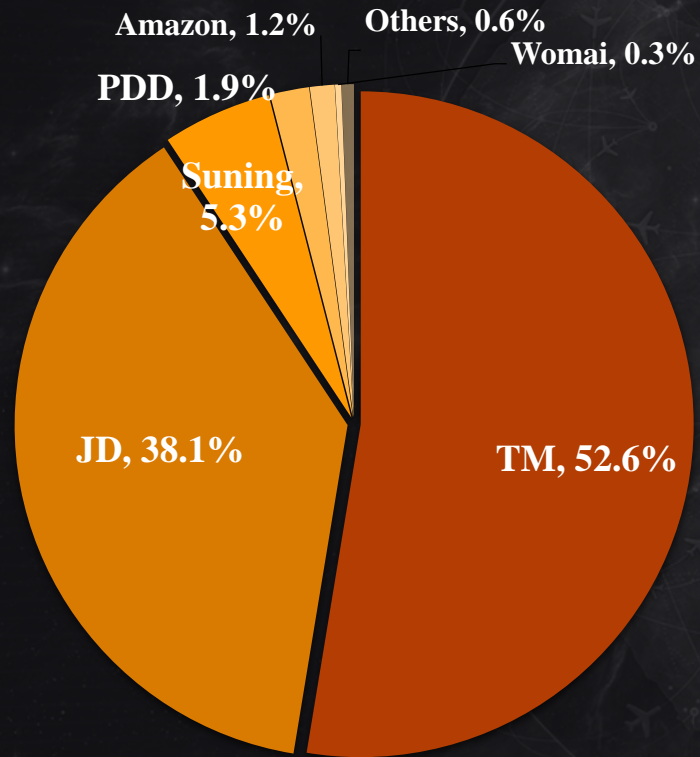● A huge space for Canadian food and beverage industry to grow.

2012-2018 China Market Size Estimation(billion Yuan)

■ SUM ■ Import scale ■ food and beverage scale ■ Canadian product scale
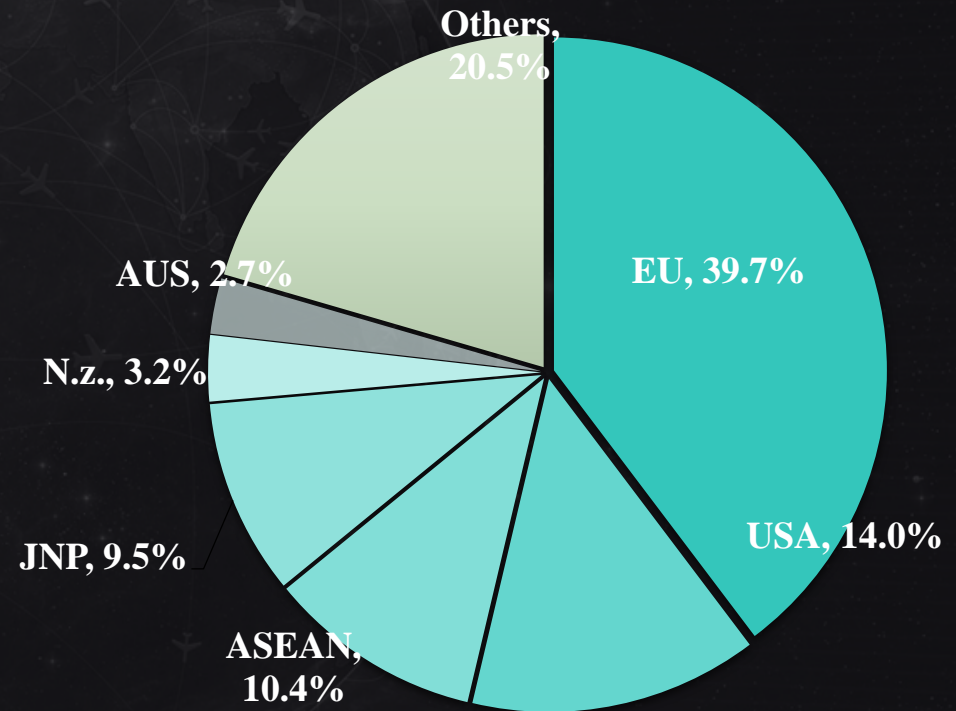
Year	SUM	Import scale	food and beverage scale	Canadian product scale
2012	1,320.5	29.9	1.1	
2013	1,885.1	73.4	8.1	
2014	2,821.1	102.0	15.7	
2015	3,828.5	205.0	26.6	3.7
2016	5,328.8	365.2	50.6	6.6
2017	7,180.0	451.0	99.8	31
2018e	9,600.0	1710.0	199.8	50.8

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⬤ Tmall has been the boss of B2C e-commerce area

⬤ JD is good at B2C food and beverage area

2018e B2C Platform Market Share

Amazon, 1.2%
Others, 0.6%
Womai, 0.3%
PDD, 1.9%
Suning, 5.3%
JD, 38.1%
TM, 52.6%

2018e B2C food and beverage e-commerce platform Share

Others, 20.5%
AUS, 2.7%
N.z., 3.2%
JNP, 9.5%
ASEAN, 10.4%
EU, 39.7%
USA, 14.0%

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Revenue Growth%

Brand Concentration= Sum of Top 4 brands market share

- Imported food, 69.0%, 124.0%, 4.3%
- Seafood, 78.9%, 128.8%, 9.4%
- Lesure food, 59.5%, 56.3%, 6.3%
- Oil&seasoning, 87.3%, 69.9%, 5.4%
- Frozen instant food, 44.7%, 75.7%, 7.9%
- Meat&egg, 76.8%, 49.3%, 11.4%
- Vegetables, 51.5%, 53.6%, 11.6%
- Fresh fruit, 60.3%, 50.6%, 27.4%
- Drinks, 89.8%, 39.0%, 6.5%

Brand Concentration%
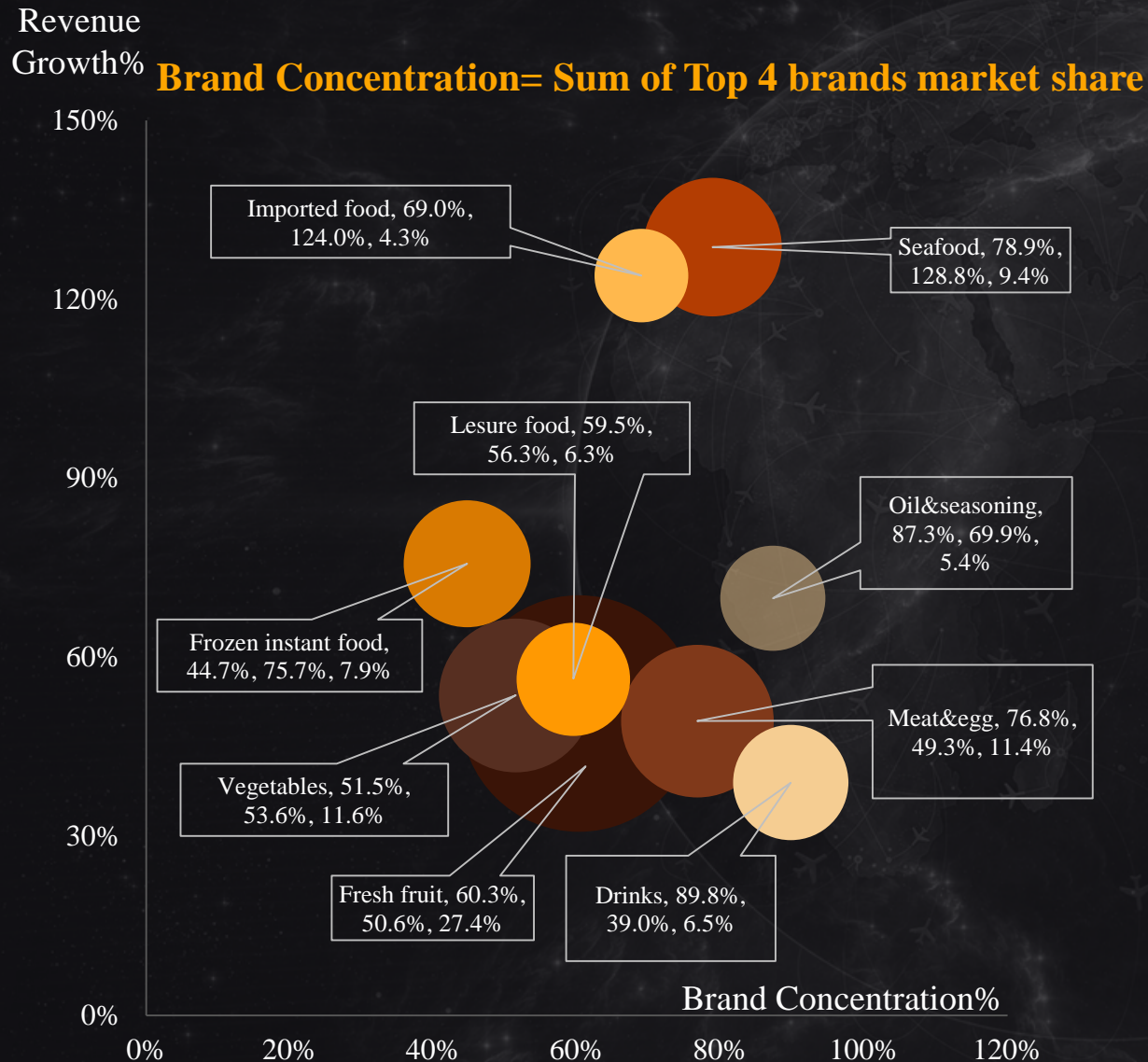
Brand Concentration :

Top 3 categories

>80%

- Drinks(94%）
- Oil&seasoning(89.8%）
- Seafood(87%）

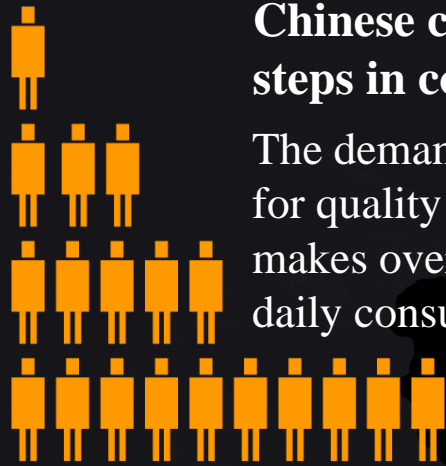## Annual Revenue Growth:

Top 3 categories

>100%

- Impoted food(+159%）
- Seafood(+129%）
- Frozen instant food(+84%）

Market Share:

Top 3 categories

>10%

- Fresh fruit(94%）
- Meat&egg(89.8%）
- Vegetables(87%）

**Chinese consumers are making big steps in consumer upgrading**

The demand of mainstream consumers for quality life and high-end living makes overseas purchasing becomes a daily consumption.
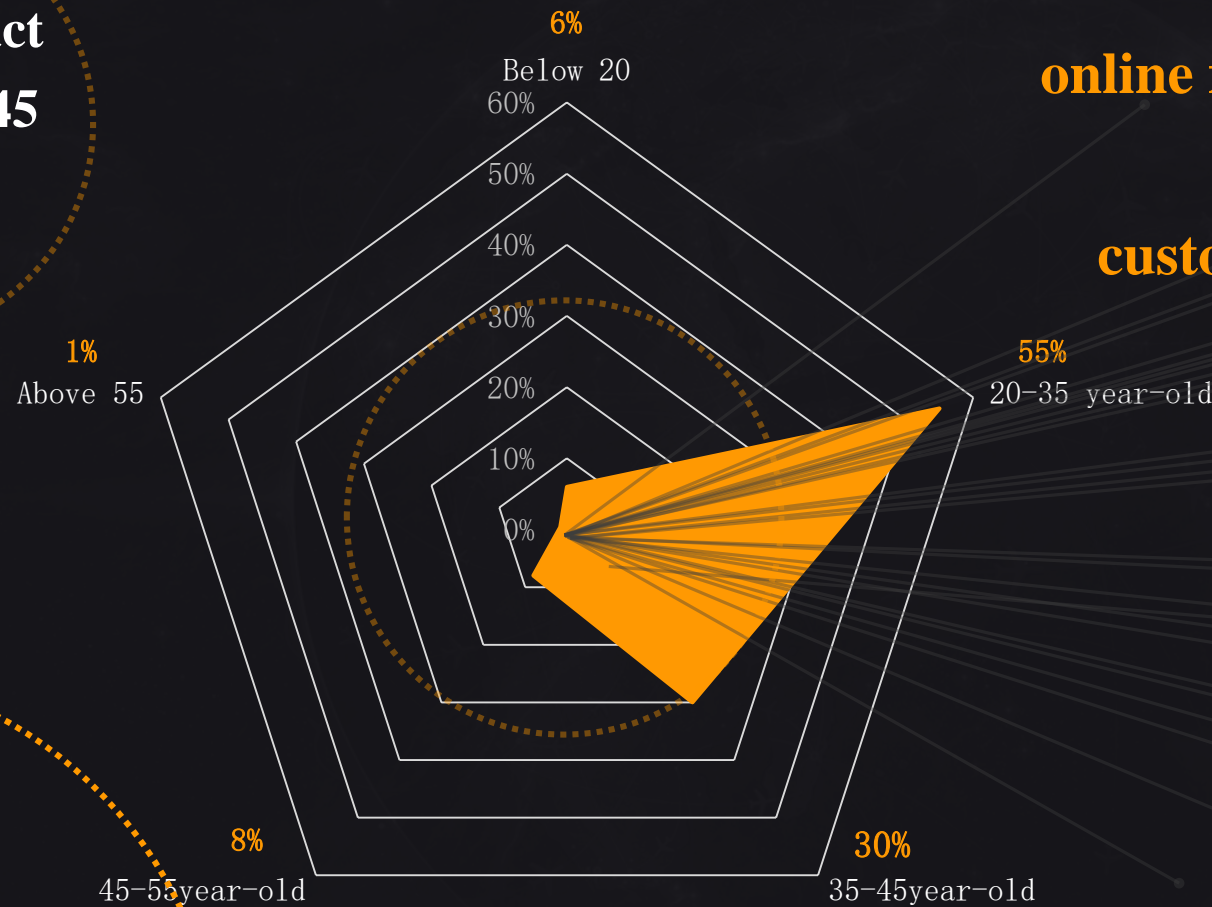
High-end consumption

Quality consumption

Necessary consumption

■ Overseas online shopping customer scale(million)

Year	Value
2014	15
2015	23
2016	41
2017e	58
2018e	74

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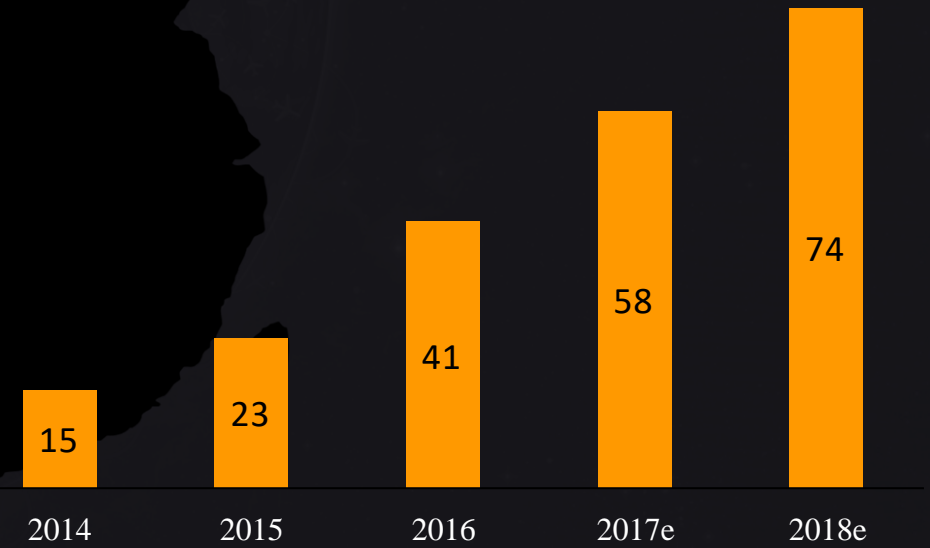
Overseas brands attract Chinese 20-45 year old consumers

80、90s is leading online food & beverage consumption

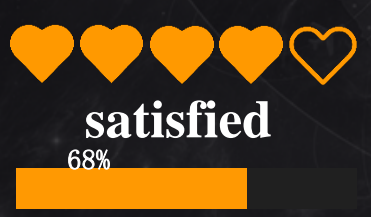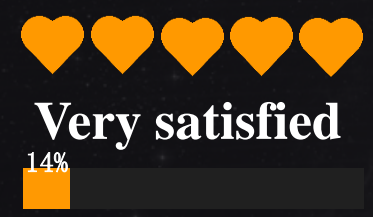**70s is still the potential customer in food & beverage area.**

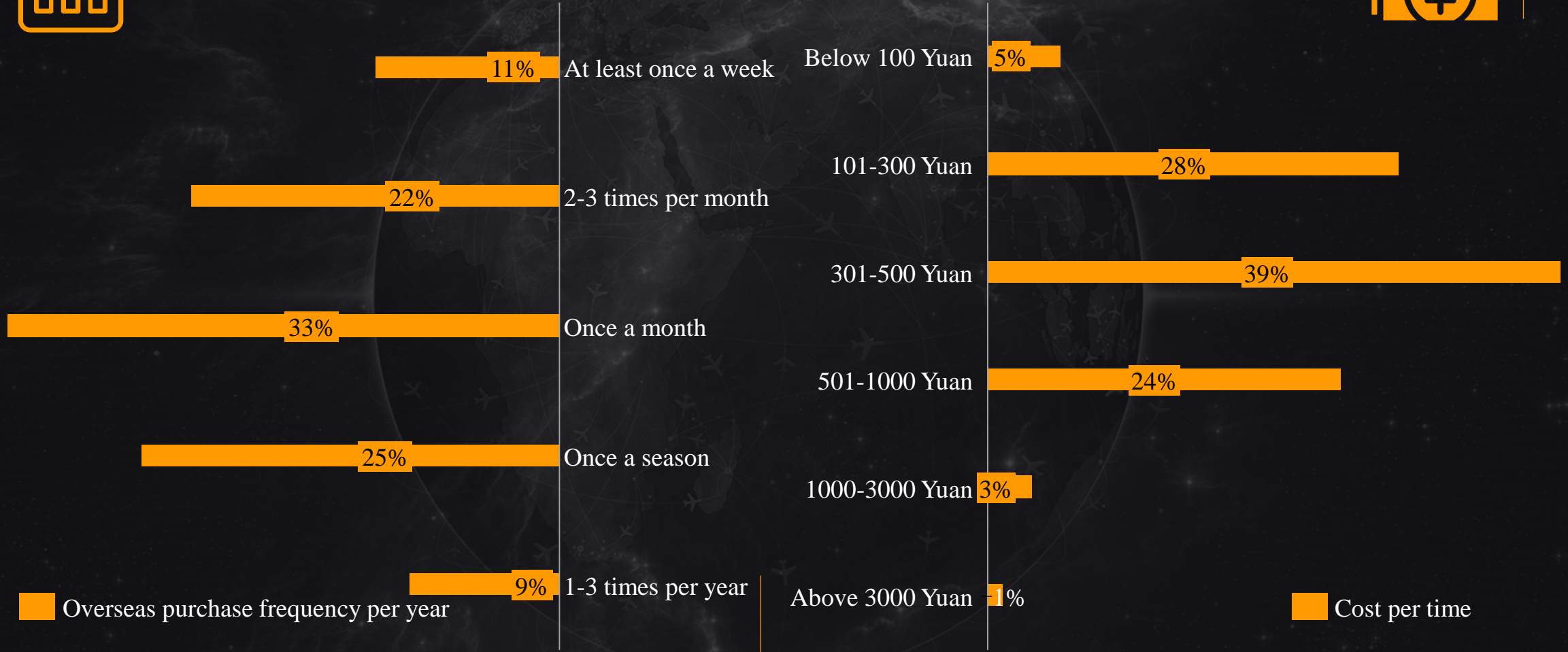The group born in the 70-90s,as a stabilizing force in economic and social development;

- With fully disposable income
- Keep up with trends
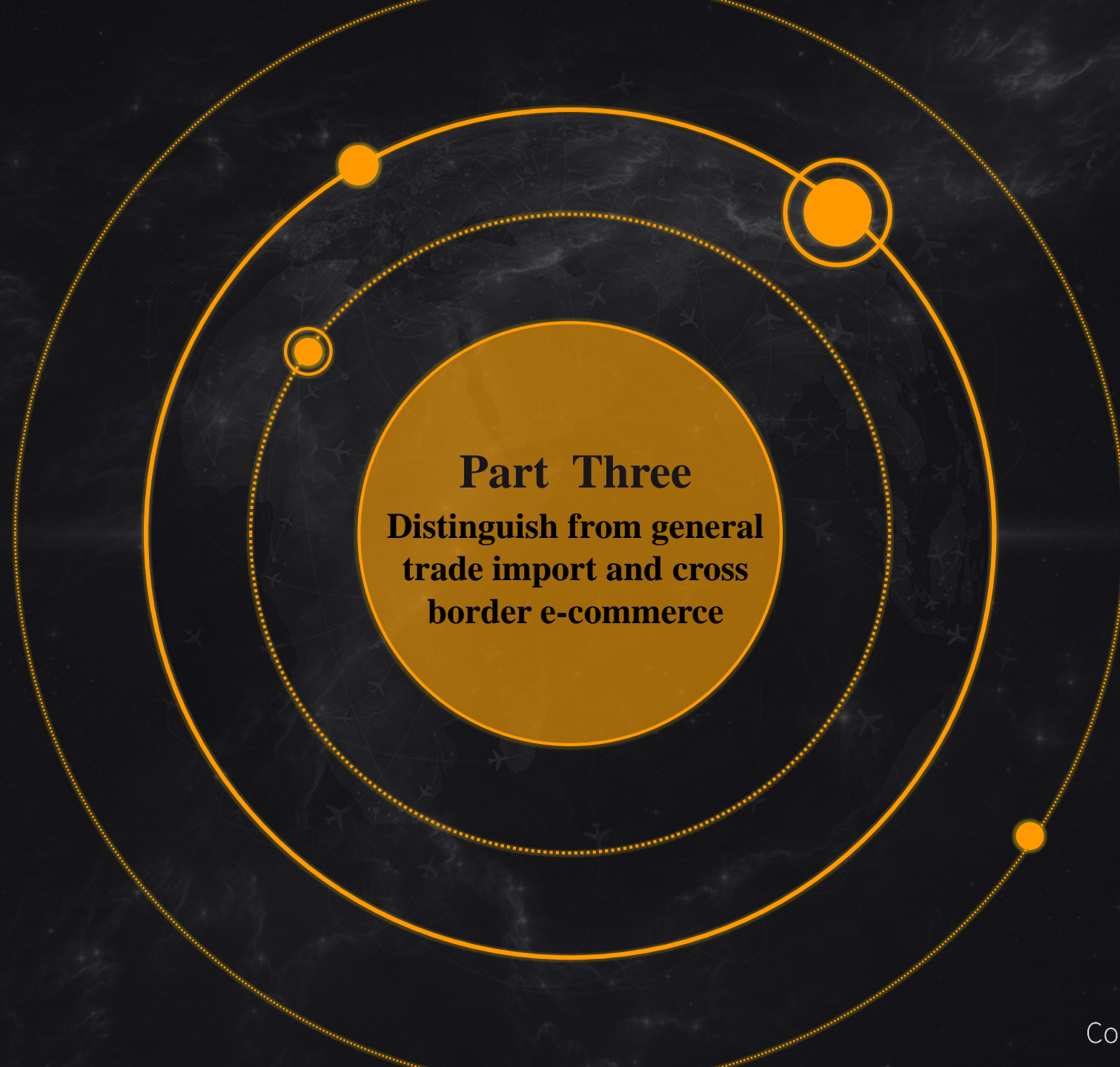- Pursuit of quality and even excellence life style

6%
Below 20

60%

50%

40%

30%

20%

10%

0%

1%
Above 55

55%
20-35 year-old

8%
45-55year-old

30%
35-45year-old

Overseas purchasing experience

65%

Purchased imported fresh food

56%

Main channel to purchase freshfood is e-commerce

90%

Satisfaction degree of fresh food & beverage consumers

Very satisfied

14%

satisfied

68%

average

16%

Dissatisfied

1%

Very dissatisfied

1%

11% At least once a week

Below 100 Yuan 5%

101-300 Yuan 28%

22% 2-3 times per month

301-500 Yuan 39%

33% Once a month

501-1000 Yuan 24%

25% Once a season

1000-3000 Yuan 3%

9% 1-3 times per year

Above 3000 Yuan 1%

Overseas purchase frequency per year

Cost per time

Part Three

Distinguish from general trade import and cross border e-commerce

Type	General import trade	👍 Cross border e-commerce
Tariff	**Commodity tax=tariff+VAT+excise tax** the comprehensive tax rate may exceed 100%	**Commodity tax=VAT*70%+excise tax*70%** the tax rate is no more than 50%
Inspection subjects	General import trade（0110）	Cross border e-commerce（1210）
Inspection departments	**Customs**　inspect all articles that in and out of transit	**Customs**　manual insepction on certain orders
	CIQ　①Quarantine　②Inspection	**CIQ**　Quarantine
	Industry and Commerce Bureau directly exercises power	**Industry and Commerce Bureau** non direct managemen

Type	General import trade	👍 Cross border e-commerce
Procedure	①arrival port ②inspection and quarantine declaration ③declaration of goods ④pay taxes ⑤clearance release ⑥enter circulation domain	①The inspection product for record ②customs electronic account for the record ③Arrival of cross-border e－commerce pilot port ④Inspection of arrival and quarantine declaration ⑤The cargo warehousing declaration ⑥The bonded warehouse waiting for orders ⑦declaration of order, tax clearance
Tariff	①consignee and consignor of import and export for record ②certificate of origin ③health certificate ④detection report ⑤nutrition description	①pre-filing of business enterprise, product and platform ②Sampling before entering the supervision area ③The QR code can be traced back to the source after parcel out of supervision area

Syntun

World leading DaaS company（Data as a service）

Big data product, service and solution provider in consume area;

Based on advanced big data analysing and cloud computing technology, as well as the long-term accumulation of industry research and data commercialization experience; it offers a targeted cloud visualization data application service depends on different requirements from various industries.

Advanced big data technology

Massive commercial data

Promote the transformation of traditional industries

Through lessons from the experiences of North America, iNebula® and WarpEngine® as self-developed products are based on the structure of Hadoop。 Its efficiency and reliability has been proven by the market test.

With the rapid development of e-commerce, Syntun has accumulated 50 e-commercial platforms, 1,000 categories, 60,000 brands, also sales, marketing, products and relevant user data from over 8,000,000 merchandises.

According to scientific decision-making data to promote the Internet transformation and upgrading of household electrical appliances, 3C digital, cosmetics, food and beverage, automobile manufacturing industry; to merge the big data technology and enterprise management together in the industry transformation period.

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Data assets

50+ B2C e-commerce	**1000+** categories	**60000+** Online retailers	**80000+** brands	**7000000+** commodities	**50000000+** consumers

High density of data assets value

Data accumulated over **42 months**

High frequency data collection 24-7

Data has specific into merchandises, stores and individuals

Data collection and analysing on the same day

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Some enterprise clients

Some cooperation partners

The share of exported platforms

- 44.7% — AliExpress
- 35.8% — Amazon
- 11.3% — DHgate.com
- 8.2% — Others
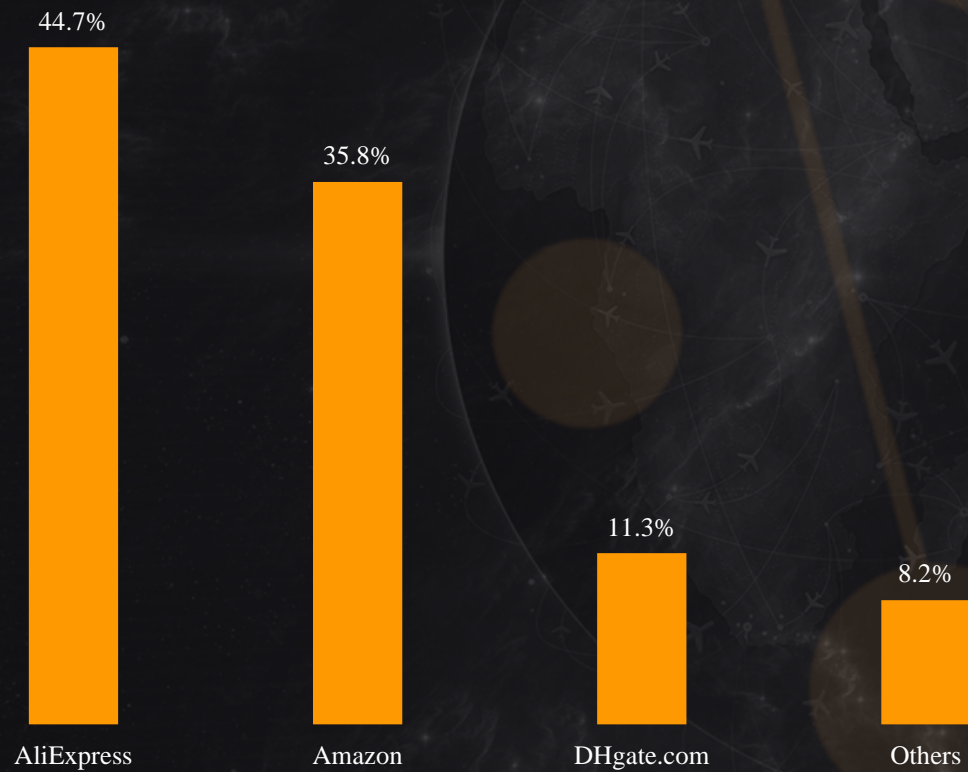
Exported Countries/Regions TOP10

1	CN HK	6	JP
2	RU	7	SG
3	USA	8	UK
4	CN TW	9	ES
5	AU	10	FR

CN HK became the top of exported regions

Syntun Wechat QR code : syntun