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## **Rising internet penetration to drive the Online Retail Market in China, finds Netscribes**

*Netscribes (India) Pvt. Ltd. launches its Online Retail Market in China 2011 report covering an industry with strong growth potential. This is a part of Netscribes' Consumer Goods Industry Series.*

**Mumbai, India – August 16, 2011** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Online Retail Market in China 2011 report covering an industry which promises higher future growth rates.

The report provides an insight into the online retail market in China, commencing with a market overview section highlighting the market size and penetration followed by the B2C and C2C market segmentation. The C2C segment being largely unorganized is found to have far fewer dominant players than its B2C counterpart.

An analysis of the drivers explains the factors for growth namely increasing internet use, improved e-Payment services, rising disposable income, rise in mobile commerce, and benefits to both consumers and retailers from online format over the conventional brick and mortar retail format. Key challenges include China's logistics problems, large counterfeit market and psychological barrier to online shopping.

The trends section elaborates the increase in B2C business, geographical spread of online shopping, creation of internal logistics network chains by existing players, young, female centric consumer base, group shopping, more and more traditional retailers opting for online stores, bias towards domestic firms, and role of social media in online transactions.

The competition section provides an overview of the competitive landscape in the industry and includes profiles of the major players in the market including their financials. Key takeaways including initiatives taken by the government of China amidst opportunities and challenges also forms part of the report.

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### **About Netscribes (India) Pvt. Ltd.**

Netscribes ([www.netscribes.com](http://www.netscribes.com)) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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