

E-commerce plays greater role in Shanghai retail landscape than in Europe

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For reasons of convenience, value for money and a lack of crowds, shoppers in Shanghai are increasingly turning to online supermarkets, and they choosing this retail option above others to a greater extent than European and American shoppers, judging by the percentage that online sales account for out of total sales.

A survey, released April 21 and conducted among 150 'white collar workers*' in Shanghai by market research and consulting company DDMA found that 25 percent of this consumer group have bought grocery, drink and personal care products from online supermarkets in the past two weeks, indicating a continuing rise in the popularity of online stores.

Among the key reasons for shopping online identified by the respondents was a "preferred shopping environment" with consumers citing a lack of crowds as an example of this preferred environment. Other reasons for shopping online included "convenience," "value for money" and "product selection."

Due to the increasing popularity of online shopping, online sales as a percentage of total retail sales in Shanghai (10.1 percent) was more than double that of the United States (4.5 percent) and considerably higher than that of the European Union (5.9 percent).

The only country included in the survey which had a higher amount of online retail sales as a percentage of total retail sales was the United Kingdom, where online sales accounted for 10.5 percent of all retail sales.

The two most popular online supermarkets in Shanghai were the No.1 Store and the Taobao Supermarket.

Data from online retail analysts Experian Hitwise shows that the top retail related websites in the United Kingdom over the week ending April 16 were www.ebay.co.uk and www.amazon.co.uk in first and second place, supermarket chain Tesco's was ranked fifth.

Over the same period in the United States www.amazon.com was the most popular retail site followed by department store Walmart in second position.

Online sales as a percentage of total retail sales - leading markets

Market	% of online retail sales
United Kingdom	10.5 %
Shanghai	10.1 %
European Union	5.9 %
United States	4.5%
China	3.3%

*'White collar workers' were defined as aged over 25 and under 45 with a monthly personal income above 6,000 RMB (€633) .



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