



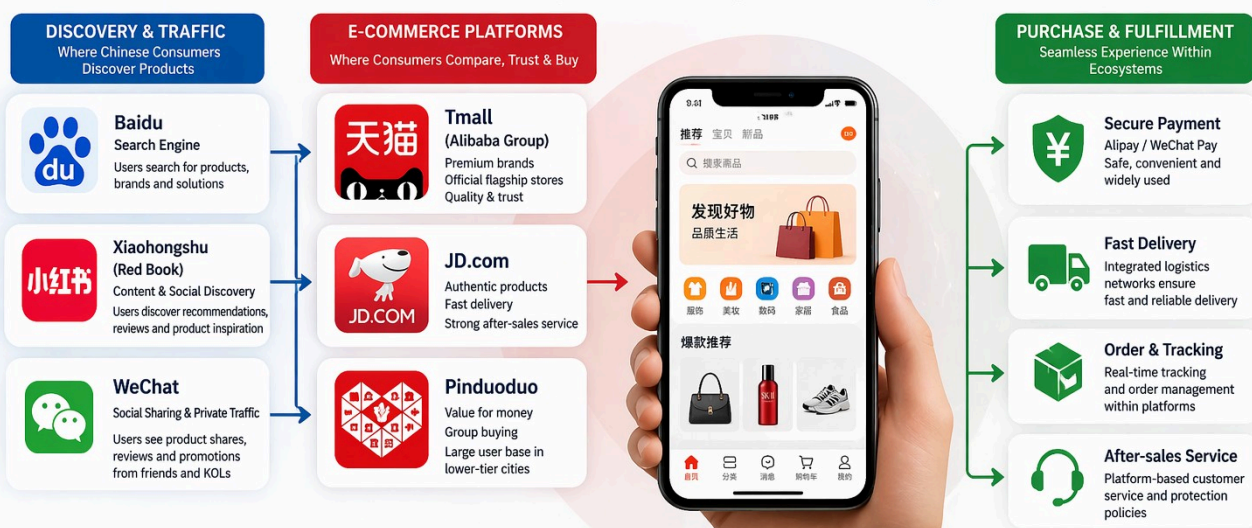
Chinese e-Commerce

Most Chinese people make e-commerce purchases on a daily basis. China's physical size has driven this growth. Before e-commerce, many towns and cities in China had limited product and service supplies based on their region's availability. Now, Chinese consumers have access to products and services supplied nationally and internationally.

This article is a beginner's guide to Chinese search engine optimisation (SEO). You may need local Chinese support as you learn more and aim to improve your internet content rankings.

Chinese e-Commerce Ecosystem

In China, e-commerce is platform-driven, mobile-first and ecosystem-based. Customers discover, interact and purchase within platforms, not on your website.



Key Takeaway for Your Business

To succeed in China, your business needs to be present on the right platforms, create localised content, build trust and deliver a seamless experience within the Chinese e-commerce ecosystem.



Mobile-First

Over 90% of e-commerce transactions are on mobile



Social-Driven

Social platforms influence discovery and purchase decisions



Trust & Reputation

Reviews, KOLs and ratings drive consumer trust



Ecosystem Integration

Search, social, payment, logistics and platforms work seamlessly together

Foundation

Being seen in China articles

Discovery

Being found in China article

Execution

Start trading in China articles

Focus: e-Commerce platforms + evolution

Audience: overseas businesses

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Chinese e-Commerce

Chinese e-commerce has experienced significant success over the past decade.

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The e-Commerce market has driven down consumer prices across a wide range of products and services.



Chinese e-Commerce B2B Marketplaces

Platform	Parent Company	Market Focus	Key Features	URL
Alibaba 阿里巴巴国际站	Alibaba Group	Global Export	World's most significant B2B platform	www.alibaba.com
1688 阿里巴巴国内站	Alibaba Group	China (Domestic B2B)	Wholesale platform for domestic businesses	www.1688.com
Global Sources 环球资源	Global Sources	Global (Export)	Verified manufacturers, electronics & trade shows	www.globalsources.com
Made-in-China 中国制造网	Focus Technology	Global (Export)	Strong in industrial, machinery, and OEM manufacturing	www.made-in-china.com
DHgate 敦煌网	DHgate	Global (Export & Wholesale)	Hybrid B2B & B2C with bulk pricing	www.dhgate.com
Yiwugo 义乌购	Yiwugo	Global (Export, Yiwu market)	Official Yiwu market online platform	www.yiwugo.com

Quick checklist

Use these checks to keep trust and usability high.

- Does the full page load reliably in China (including third-party resources)?
- Is the design responsive and readable on mobile/tablet screens?
- Do key pages work inside the WeChat browser (not just desktop Chrome)?
- Are contact details current and working (email, phone, address, forms)?
- If e-commerce: can users complete the full checkout and shipping journey from China?
- Have you kept Chinese language minimal to avoid appearing like a local agent site?

Note: "Looking Chinese" is not the goal. Trust comes from consistency, authenticity, and a smooth mobile experience.

Need help?

If you'd like help improving mobile usability and China accessibility while keeping an authentic overseas brand feel, contact support@accesstochina.com

Global Chinese e-Commerce Platforms (Cross-Border B2C & C2C)

Platform	Parent Company	Market Focus	Key Features	URL
AliExpress	Alibaba Group	Global Export	Dropshipping, direct retail	www.aliexpress.com
Temu	PDD Holdings	Global (US, EU, LatAm)	Ultra-low prices, factory-to-consumer	www temu.com
Shein	Shein Group	Global (Fashion)	AI-driven fashion, influencer marketing	www.shein.com
JD Worldwide	JD.com	Global (Premium brands)	Fast logistics, trusted suppliers	www.jd.hk
Banggood	Banggood	Global (Tech & Gadgets)	Electronics, better shipping than AliExpress	www.banggood.com
DHgate	DHgate	Global (Wholesale)	Bulk pricing, direct factory sales	www.dhgate.com
Tmall	Alibaba Group	China (Premium B2C)	High-end brands, cross-border options	www.tmall.com
Lazada	Alibaba Group	Southeast Asia	Cross-border marketplace, localised operations	www.lazada.com

Chinese Social E-Commerce Platforms

Platform	Parent Company	Market Focus	Key Features	URL
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Douyin TikTok China	ByteDance	China	Livestream shopping, short-video commerce	www.douyin.com
Kuaishou	Kuaishou Technology	China	Heavy discount-focused live streaming	www.kuaishou.com
Xiaohongshu (RED Book)	Xiaohongshu	China & Global (Luxury & Beauty)	Influencer-driven shopping	www.xiaohongshu.com
WeChat Mini Programs	Tencent	China & Global Brands	Group-buying discounts, social sharing	www.pinduoduo.com
Toutiao	PDD Holdings	China	Group-buying discounts, social sharing	www.toutiao.com
Weibo	Sina Corporation	China	Social commerce, influencer marketing	weibo.com
Juhuasuan 聚划算	Alibaba Group	China	Group-buying deals, flash sales	www.juhuasuan.com
Meituan 美团	Meituan	China	Local services, food delivery	www.meituan.com
Tàima 泰马	Tàima Group	China	Cross-border e-commerce, logistics	

Summary of Chinese E-Commerce Evolution

Period	Key Milestones
Douyin 1999–2005	Alibaba, JD.com launch, eBay exits China, Alipay launches
2010–2015	WeChat Pay, TMall, Pinduoduo rise, mobile commerce boom
2016–2020	Global expansion (Lazada, JD Worldwide), New Retail, Singles' Day records
2020–Now	Live commerce (Douyin, Kuaishou), Shein, Temu, and government regulations

History of Chinese E-Commerce

Early Years (1990s – 2000s): The Birth of Chinese E-Commerce

Alibaba (1999): Jack Ma founded it as a B2B platform connecting Chinese manufacturers with global buyers.

JD.com (1998/2004): Started as a physical electronics store in 1998 but moved online in 2004 after the SARS epidemic.

eBay China (2003): Entered China by acquiring EachNet but struggled against local competitors.

Taobao (2003): Alibaba launched Taobao as a C2C marketplace to counter eBay, offering free listings and a better user experience.

Key Events:

- 2003 – Taobao launches and dominates eBay China.
- 2004 – Alipay launched to build trust in online payments.
- 2005 – eBay China exits, selling its stake in EachNet.

Expansion & Mobile Commerce (2010s)

Tmall (2010): Alibaba introduced Tmall (天猫), a B2C marketplace for brands and retailers.

WeChat Pay (2013): Tencent expanded WeChat (Weixin) into payments, competing with Alipay.

Pinduoduo (2015): A social commerce platform focused on group buying, targeting lower-income consumers.

Key Trends:

- Mobile shopping has grown rapidly due to the increasing availability of affordable smartphones.

- Live streaming & influencer commerce became popular on Taobao & Douyin (TikTok China).
- Cashless Society: Alipay & WeChat Pay Dominate Transactions.

Dominance & Global Expansion (2016–2020)

Singles' Day Sales (11.11): Became the world's biggest shopping festival, generating over \$100 billion in 2020.

Cross-border e-commerce: Platforms like TMall Global and JD Worldwide allowed foreign brands to sell directly to Chinese consumers.

New Retail: Alibaba's Hema (盒马鲜生) stores combined online & offline shopping.

International Expansion:

- Alibaba acquired Lazada in Southeast Asia.
- JD.com expanded to the US & Europe.
- ByteDance (Douyin/TikTok) became an e-commerce powerhouse.

Recent Developments (2020–Present)

Douyin & Kuaishou: Short-video platforms became major live-streaming e-commerce hubs.

Shein (快时尚): A global fashion giant dominating fast fashion e-commerce.

Temu (2022): Owned by Pinduoduo, aggressively expanding in Western markets with low-cost products.

Government Regulations (2021+): The Chinese government cracked down on monopolistic practices by Alibaba & Tencent.

 Test a web page from China

 Download "Chinese e-Commerce" paper (PDF)

Access to China — Chinese e-Commerce

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Written by Peter Heather

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