CROSS-BORDER E-COMMERCE IN THE SPOTLIGHT: UNCOVER THE LATEST TREND OF CROSS-BORDER E-COMMERCE AMONG CHINESE AUDIENCE

China's cross-border e-commerce (CBEC) has been growing rapidly in recent years. With the rising affluence in China, Chinese consumers demand for high-quality foreign products have propelled significantly. The pandemic has also transformed consumers' shopping habits and prompted Chinese shoppers to do more cross-border online shopping.

Based on iAudience data, we have tracked and profiled Chinese netizens who followed "Cross-Border E-Commerce", highlighting their demographics, preferences and online behaviors to offer profound insights for international marketers to unlock business opportunities and navigate the rapidly evolving China cross-border e-commerce landscape.
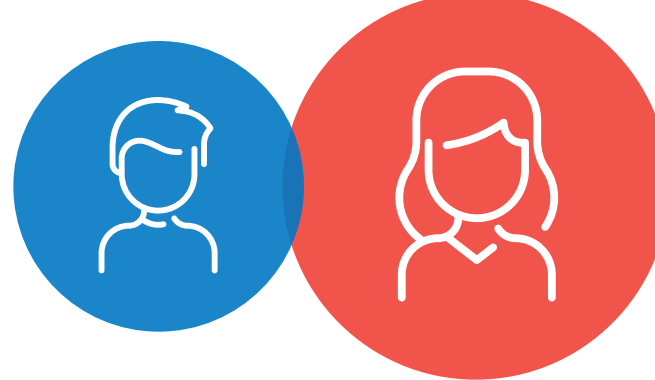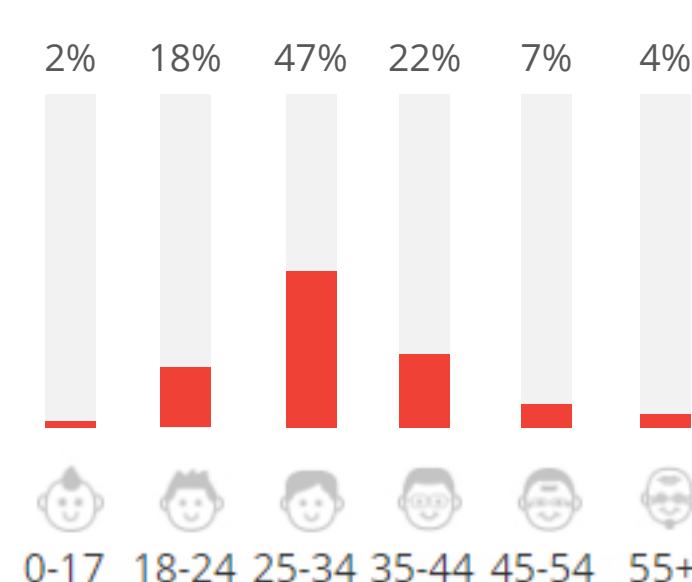
AUDIENCE DEMOGRAPHICS

BRAND SCALE
306.9M

GENDER
43% 57%

AGE

0-17	18-24	25-34	35-44	45-54	55+
2%	18%	47%	22%	7%	4%

TOP 5 CHINESE APPS FOR CROSS-BORDER ONLINE SHOPPING 2021[1]

1. WeChat (微信)
2. Xiaohongshu (小红书)
3. Kaola (考拉海购)
4. Ymatou (洋码头)
5. CDFG (中免国际)
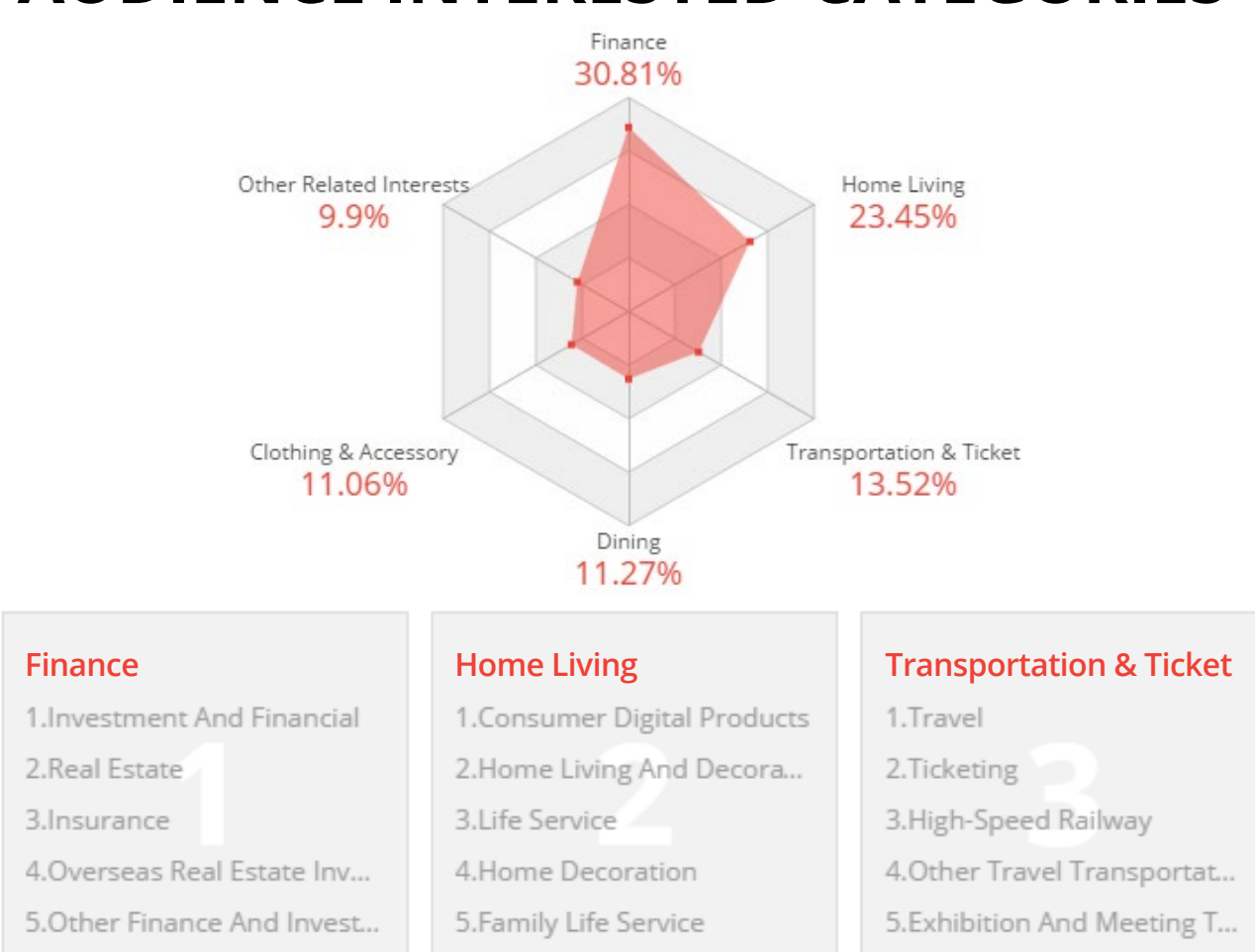
BRAND PREFERENCE INDEX BY AGE

Legend: WeChat, Xiaohongshu, Kaola, Ymatou, CDFG
Age groups: 0-17, 18-24, 25-34, 35-44, 45-54, 55+
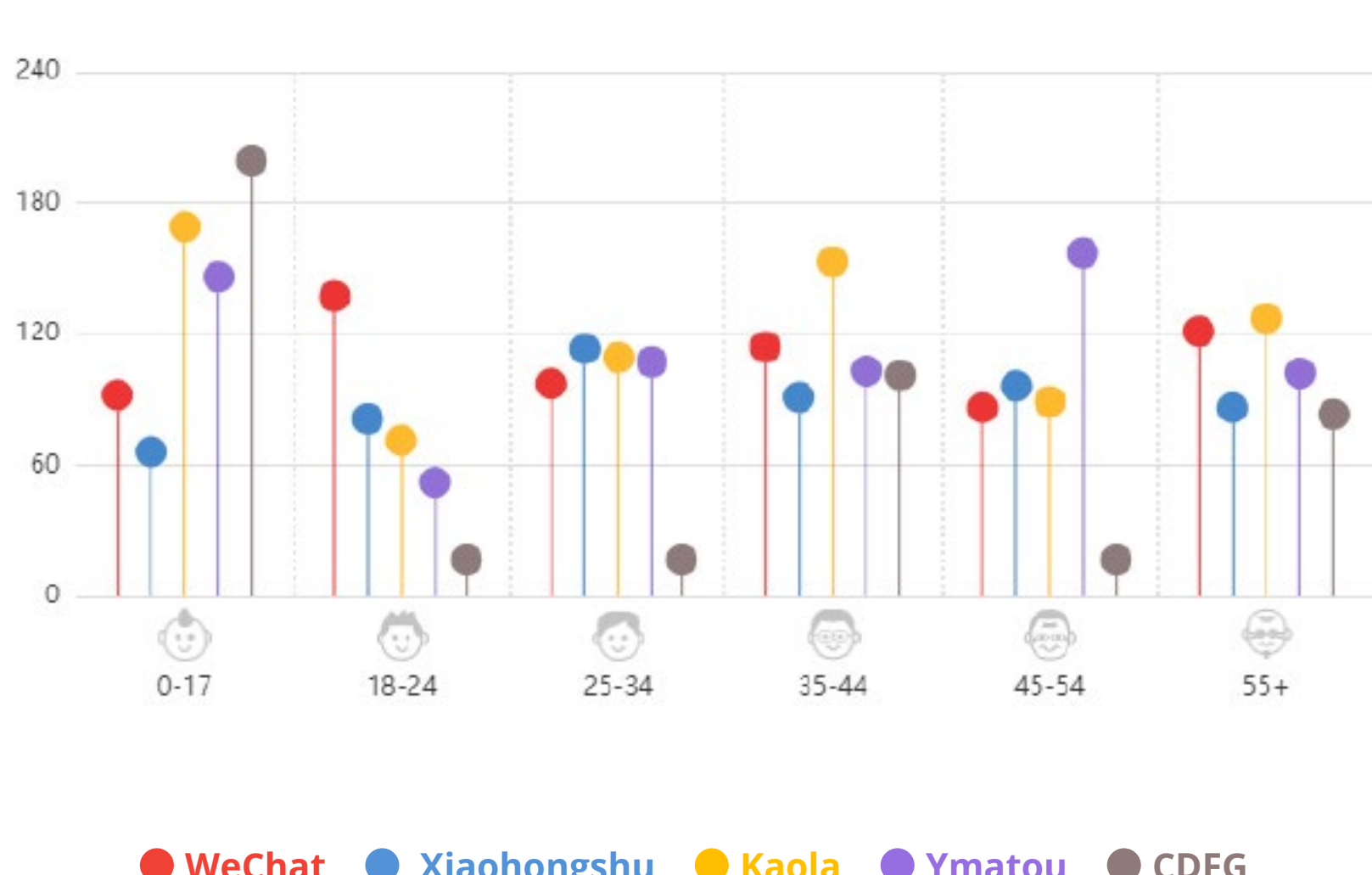
AUDIENCE INTERESTED KEYWORDS[2]

- **Country/Region:** Malaysia¹, Singapore¹, Europe¹
- **Logistics:** International Air Freight⁴, Sea Freight⁵, International Logistics⁶
- **Good Value For Money:** Cost-Effective⁷, Most Worthwhile⁸

AUDIENCE INTERESTED CATEGORIES[3]

- Finance 30.81%
- Home Living 23.45%
- Transportation & Tickets 13.52%
- Dining 11.27%
- Clothing & Accessory 11.06%
- Other Related Interests 9.9%

Finance	Home Living	Transportation & Ticket
1.Investment And Financial	1.Consumer Digital Products	1.Travel
2.Real Estate	2.Home Living And Decora...	2.Ticketing
3.Insurance	3.Life Service	3.High-Speed Railway
4.Overseas Real Estate In...	4.Home Decoration	4.Other Travel Transportat...
5.Other Finance And Invest...	5.Family Life Service	5.Exhibition And Meeting T...

AUDIENCE GEOGRAPHIC LOCATIONS[4]

Beijing
Zhejiang
Guangdong

Region	Province	City	
1.Guangdong			16.36%
2.Beijing			15.65%
3.Beijing			4.81%
4.Anhui			3.13%
5.Jiangsu			6.46%
6.Shanghai			0.97%
7.XianDong			3.22%
8.HeNan			2.71%
9.Fujian			2.71%
10.SiChuan			2.09%

¹⁻⁴Indicates the corresponding key takeaways derived from the related insights using iAudience

Source: iAudience Data as of May 2021

KEY INSIGHTS ON CROSS-BORDER E-COMMERCE AMONG CHINESE AUDIENCE

01 **WeChat, Xiaohongshu and Kaola** are the top 3 Chinese apps for cross-border online shopping in 2021.

02 Chinese audiences pay attention to the **logistics procedures** and **cost-effectiveness** for cross-border online shopping.

03 Products from **Malaysia, Singapore** and **European** are more popular among Chinese audience.

04 Audiences interested in cross-border e-commerce also demonstrate interests towards **financial** and **home living products.**

iAudience

iAudience is a market-intelligence platform to provide real-time insights of the target audiences in China.

- COMPETITORS ANALYSIS
- AUDIENCE UNDERSTANDING
- ACTIONABLE INSIGHTS

Connect to 1,100M+ Chinese Internet Users