

KANTAR CONSULTING



# 2018 Singles' Day *White Paper*



京东全球好物节  
11.1-12

*Volume III*  
**2018 Singles' Day  
Consumer Insight**



# Research Background



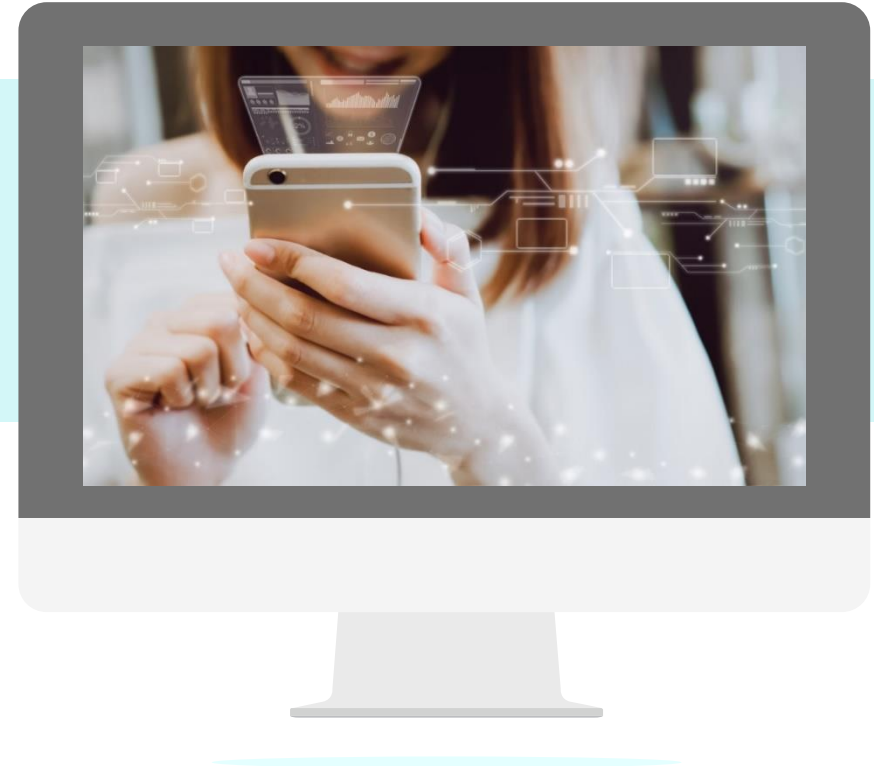
## Respondents and sample size

- **Mobile shopper** during Singles' Day Festival
- **National sample size: 1000 (250/city tier)**



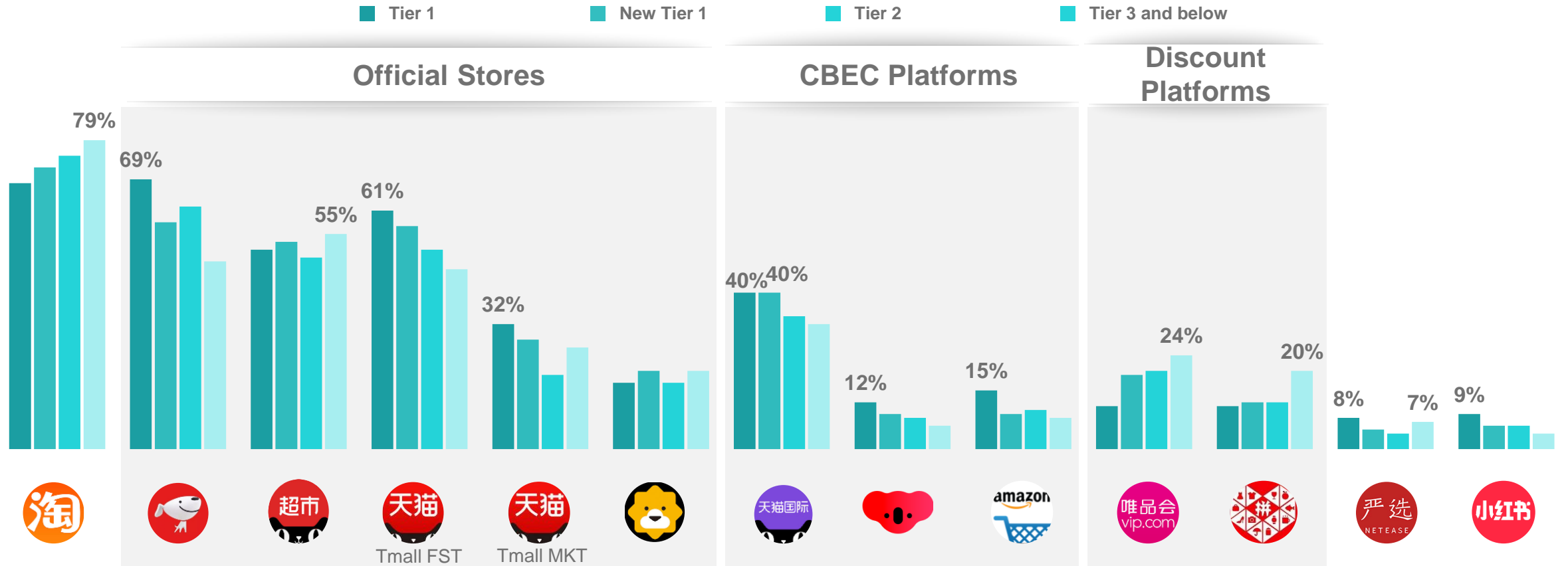
## City Tier Definition

- **Tier 1 cities** : Beijing, Shanghai, Guangzhou, Shenzhen
- **New Tier 1 cities**: Chengdu, Hangzhou, Chongqing, Wuhan, Suzhou, Xi'an, Tianjin, Nanjing, Zhengzhou, Changsha, Shenyang, Qingdao, Ningbo, Dongguan, Wuxi
- **Tier 2 cities**: Ha'erbin, Changchun, Huhehaote, Shijiazhuang, Yinchuan, Jinan, Taiyuan, Hefei, Guiyang, Kunming, Nanning, Nanchang, Fuzhou, Haikou
- **Tier 3 and below cities**



In terms of EC platform, official store and CBEC with quality guarantee wins in Tier 1 cities  
 Shoppers in Tier 3 and below cities are more promotion-driven, preferring Taobao and other discount platform

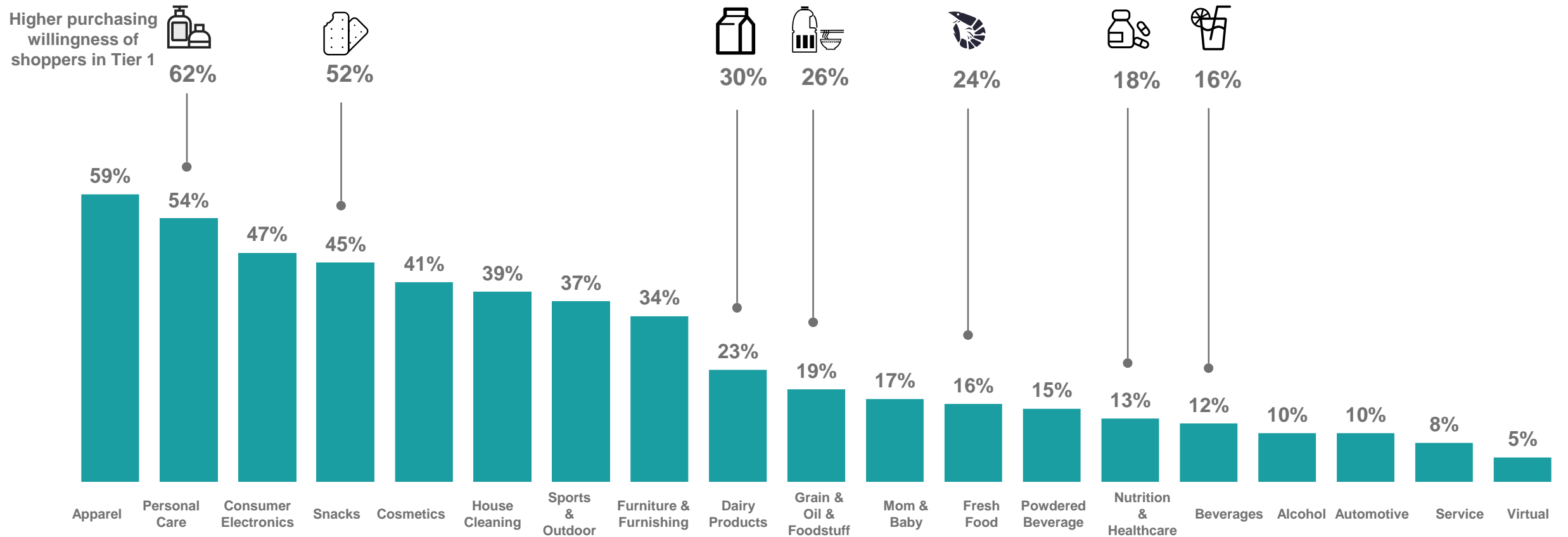
EC platforms used during Singles' Day



# Apparel and Personal Care are top 2 categories on shoppers' list

## Tier 1 shoppers take this opportunity as top up trip of Fresh Food and Beverages as well

### Category shoppers planned to purchase during Singles' Day



# Thank you!

Kantar Consulting O2O Whitepaper will be released soon.

We will share the exciting insights for O2O market.

**Stay tuned!**

To download the full Singles' Day:

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head to

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