

# A glimpse into the minds of China's shoppers

Article

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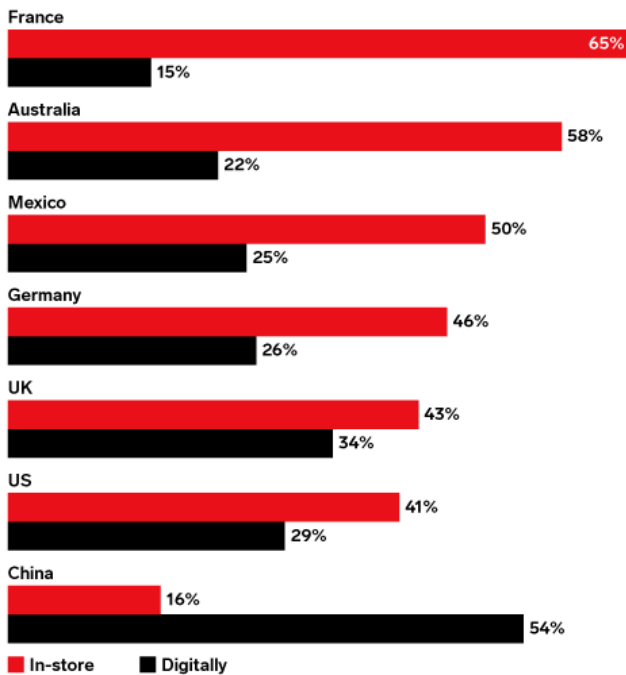
In a study of select countries, adults favored in-store over online shopping everywhere except in China. There, **54%** would rather shop digitally and only **16%** preferred physical stores, while the rest had no opinion.

**Beyond the chart:** Many of the tech giants driving China's ecommerce revolution are now facing regulatory crackdowns, among other headwinds. But that won't cost China the title as

the world's largest ecommerce market: **46.3%** of the country's more than **\$6 trillion** in retail sales will come from online channels in 2022. Retailers around the world can look to China for digital trends, but they should keep in mind that many of its consumers use advanced personal technology and super apps that aren't as widely adopted on a global scale.

### Adults in Select Countries Who Prefer to Shop In-Store vs. Digitally, Feb 2022

% of respondents



Note: n=8,208 ages 18+; responses of no preference between digital and in-store shopping were excluded

Source: Morning Consult, "The State of Retail and E-Commerce: Q1 2022," Feb 25, 2022

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