

SINGLES' DAY SURVEY

What should businesses know ahead of Singles' Day 2019?



PARTICIPATION

DURING THIS YEAR'S SINGLES' DAY, SURVEY RESPONDENTS* SAY THEY ARE PREPARING TO SPEND:

54%
more in 2019 vs 2018

57%
plan to spend RMB5,000+

CONSUMERS AGED 50-59 WILL SPEND THE MOST, DESPITE HAVING THE LOWEST REPORTED INCOME

However, there will be fewer participants in Singles' Day 2019 than in 2018

1%
did not participate in 2018

8%
will not participate in 2019

THE MAIN REASONS FOR NOT TAKING PART ARE:

48% Delivery takes too long on Singles' Day

42% Do not want to stay up until midnight

29% Discount is not attractive enough

PREFERENCES



78% of respondents will **avoid** buying **US products** because of the trade war

51% say their decision is **based** on **national loyalty**



However Chinese consumers' preference for foreign products is going up.

30% in 2019



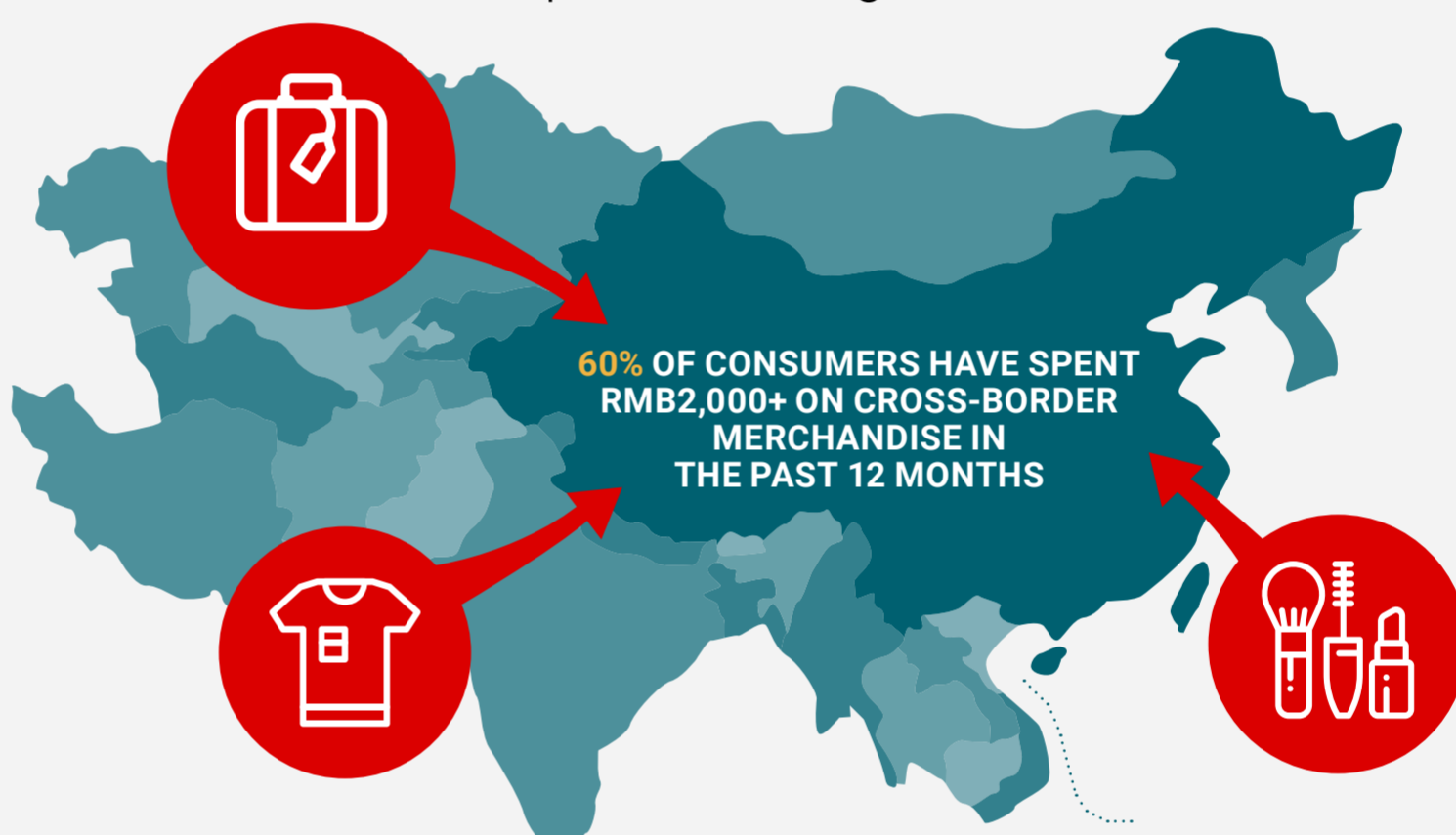
27% in 2018

CONSUMERS BELIEVE CROSS-BORDER BUSINESSES OFFER:

Higher quality products – **57%**

More trustworthy sources and safer manufacturing – **47%**

Better product design – **43%**



PRODUCTS

THE TOP CATEGORIES CONSUMERS EXPECT TO SPEND ON ARE:



Clothes and fashion

45%



Footwear and sporting goods

33%



Cosmetics and beauty products

32%



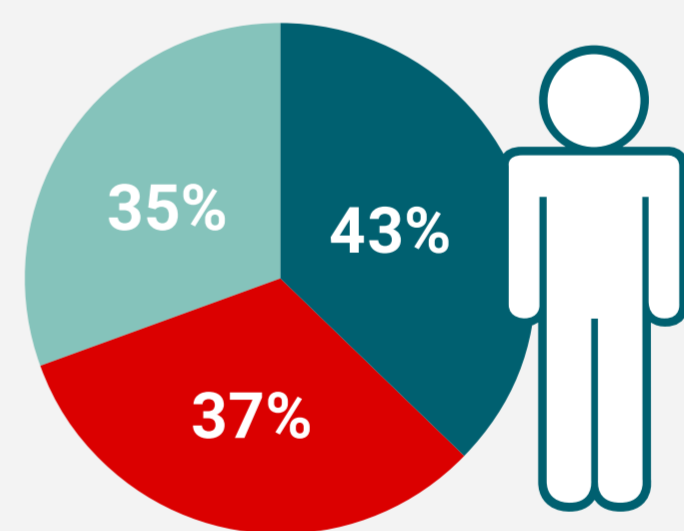
Lifestyle electronics

26%

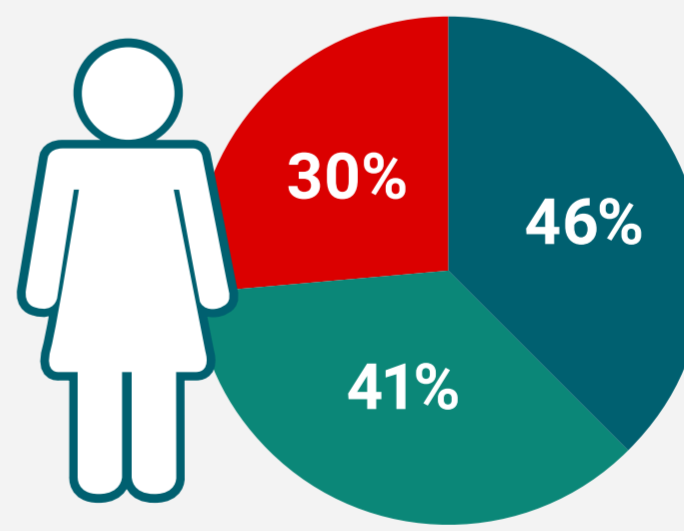
MEN vs WOMEN

While clothes and fashion come out on top for both genders, cosmetics and beauty products come a close second for women.

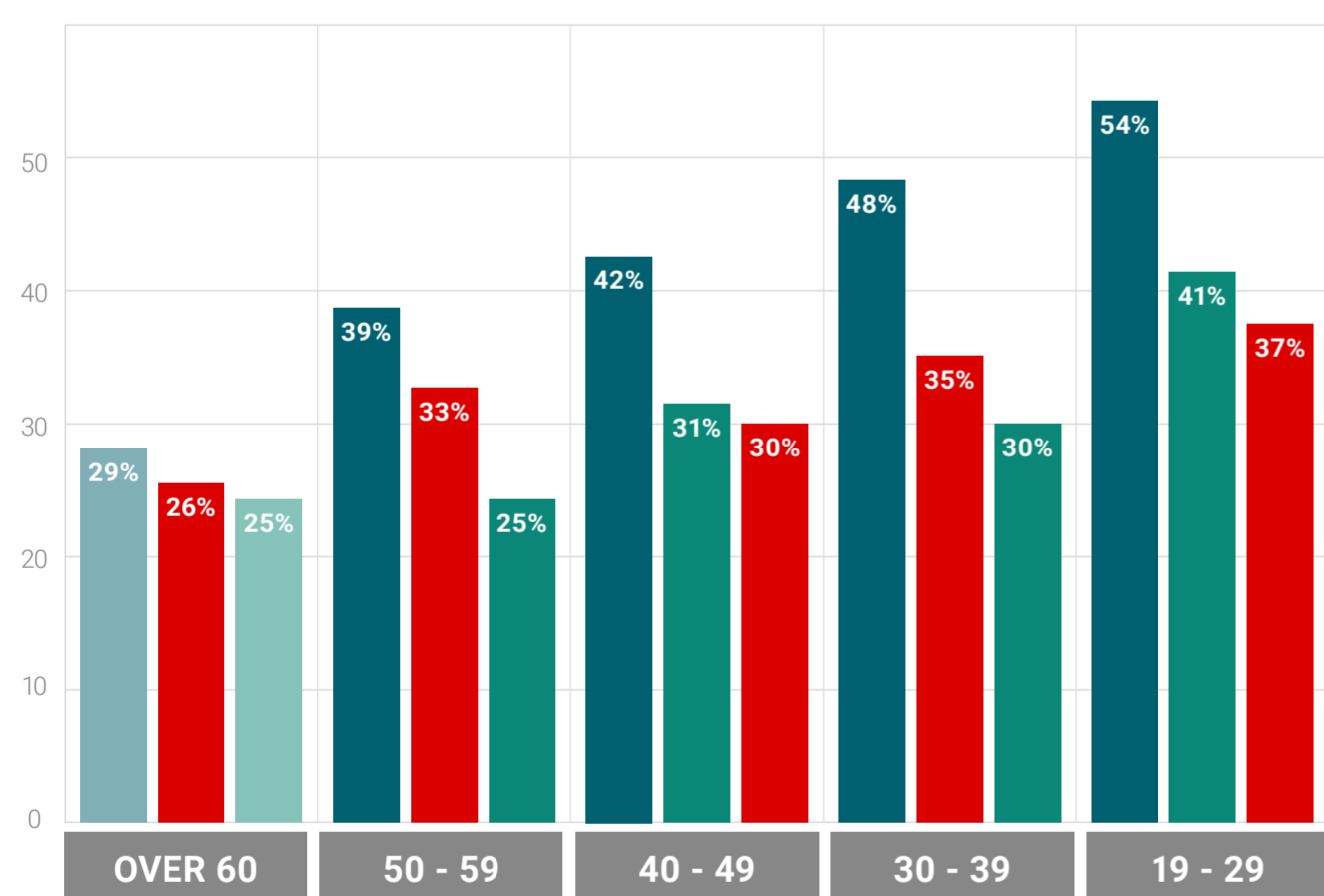
MEN'S TOP 3 CATEGORIES



WOMEN'S TOP 3 CATEGORIES



TOP 3 CATEGORIES BY AGE



● Groceries and food ● Clothes and fashion ● Footwear, sport and outdoors ● Cosmetics and beauty ● Lifestyle electronics

PROMOTION

THE PREFERRED WAYS CONSUMERS LIKE TO FIND OUT ABOUT SALES ARE:



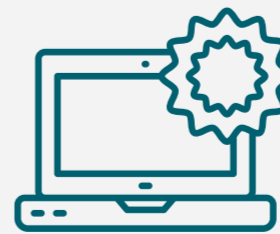
84%

plan to buy products through live streaming but only **13%** would buy a new product this way.

THE THREE MOST IMPORTANT CRITERIA WHEN SELECTING WHO TO BUY FROM:



CONSUMERS PREFER BUYING NEW PRODUCTS VIA:



30%

Designated new product page for all brands



19%

In-store event with e-commerce platform discount



17%

Short videos