

3RD ANNUAL SINGLES' DAY SURVEY

Will 2020's Chinese shopping extravaganza deliver a significant sales boost for retailers and brands?



PARTICIPATION

PARTICIPATION CONTINUES TO GROW, UP FROM



THE MAIN REASONS FOR TAKING PART ARE:



THE MAIN REASONS FOR NOT TAKING PART ARE:



2020

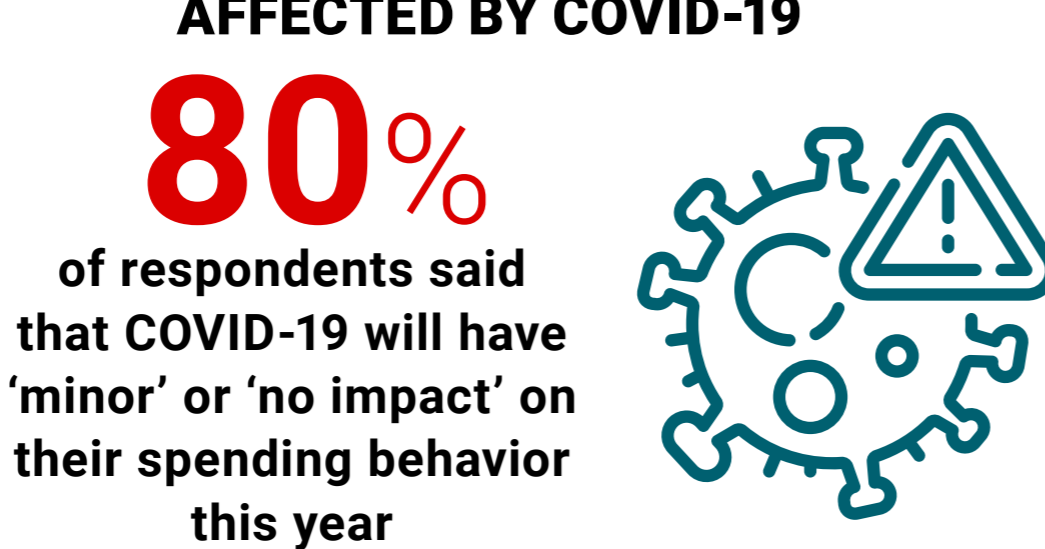
TOP PRODUCT CATEGORIES

2019

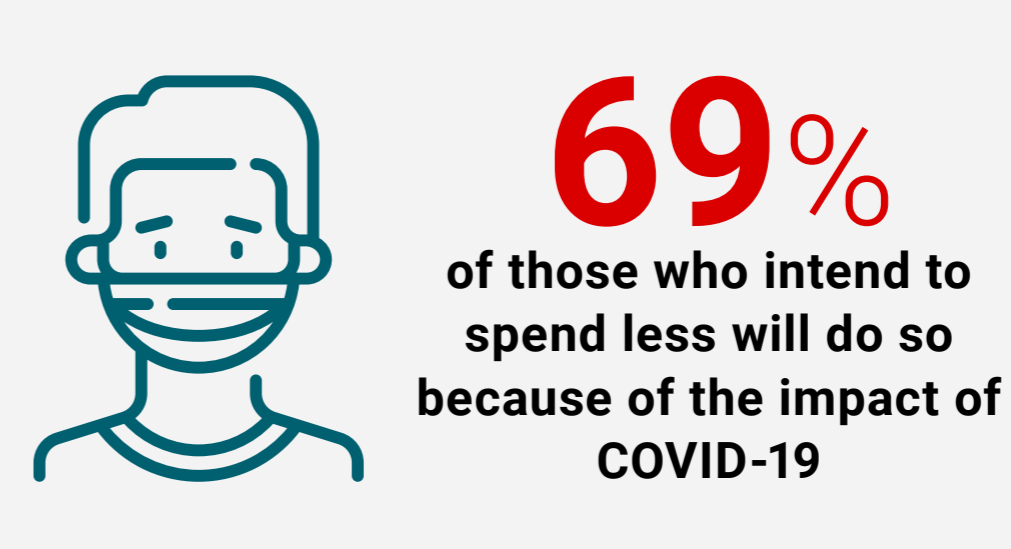


PANDEMIC

GENERALLY, CHINESE CONSUMERS DO NOT EXPECT THEIR SPENDING BEHAVIOR TO BE GREATLY AFFECTED BY COVID-19



BUT MANY CONSUMERS HAVE BEEN AFFECTED FINANCIALLY BY THE PANDEMIC



FEAR OF A COVID RESURGENCE IS REAL

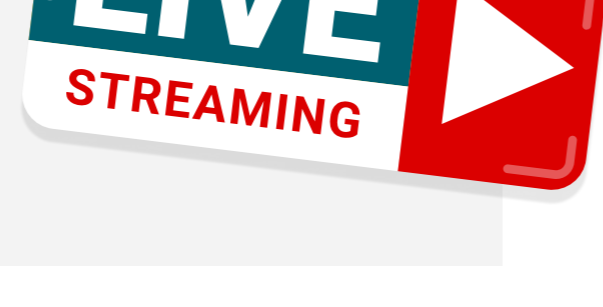


AND THIS HAS LED TO DIFFERENT SHOPPING PREFERENCES

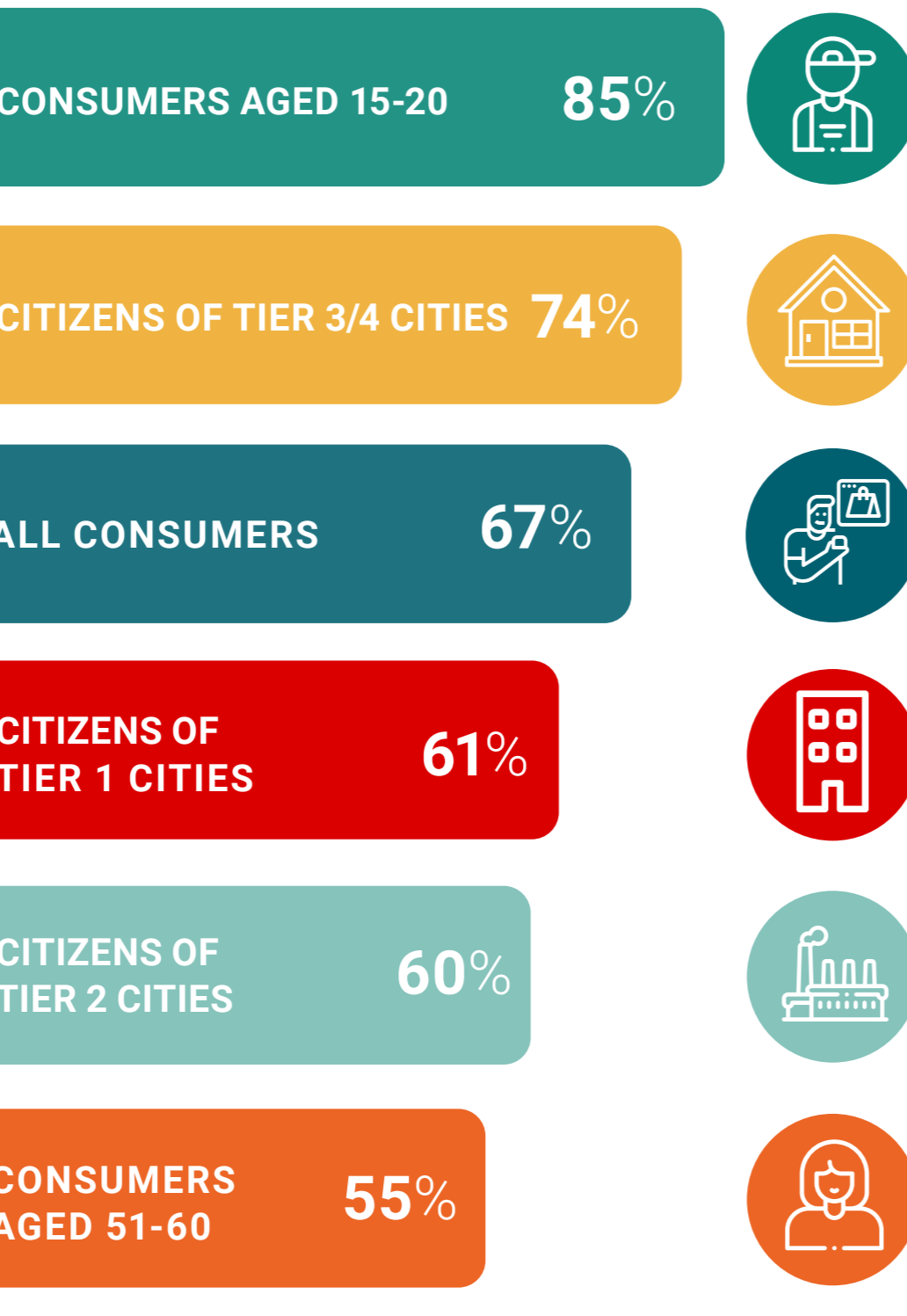


PROMOTION

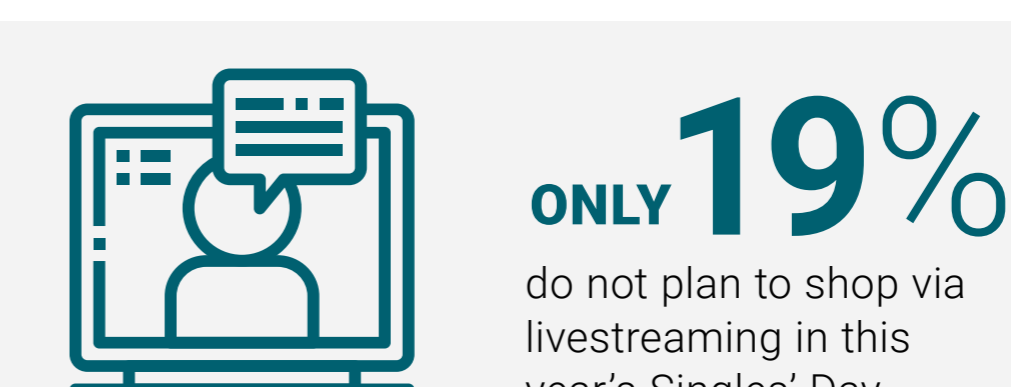
LIVESTREAMING IS GAINING POPULARITY



CHINESE CONSUMERS WHO HAVE BOUGHT VIA LIVESTREAMING IN THE LAST 12 MONTHS:



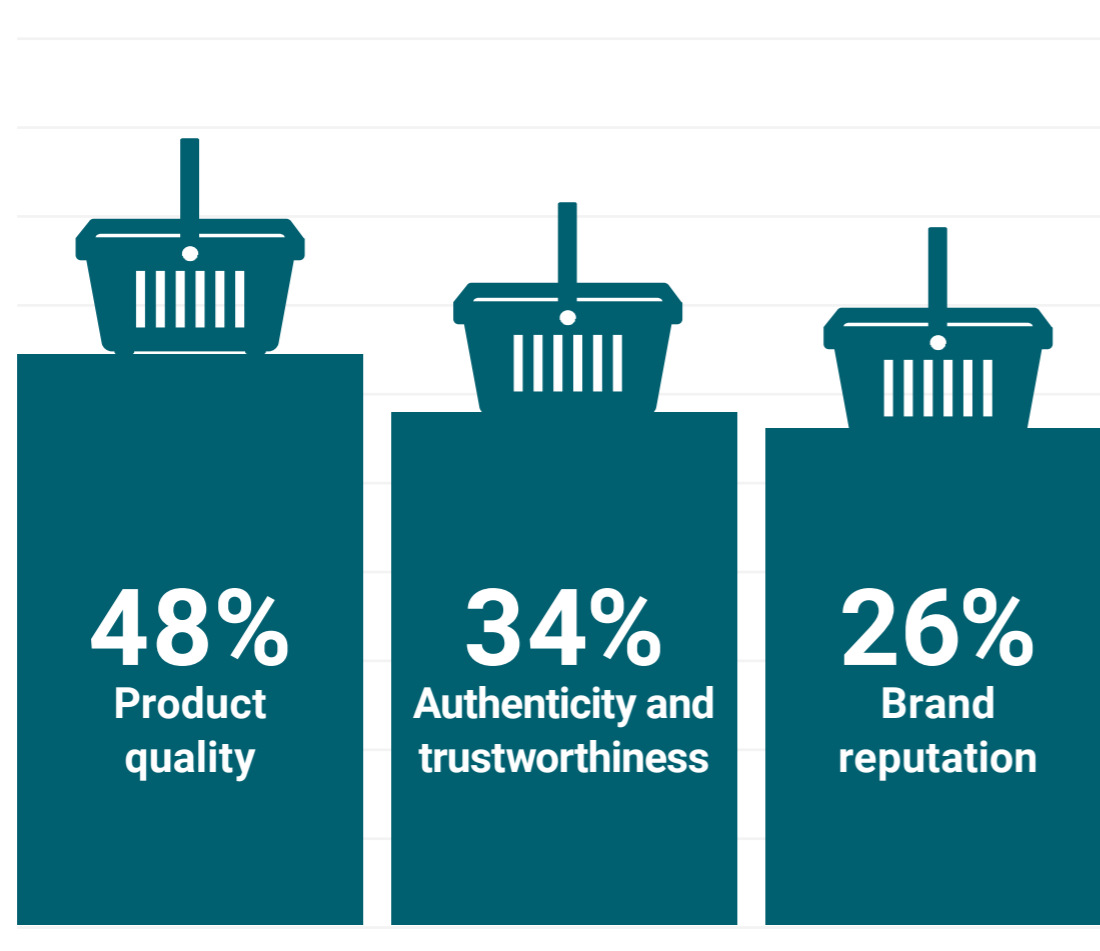
THE TOP THREE REASONS CONSUMERS PARTICIPATE IN LIVESTREAMING THIS YEAR:



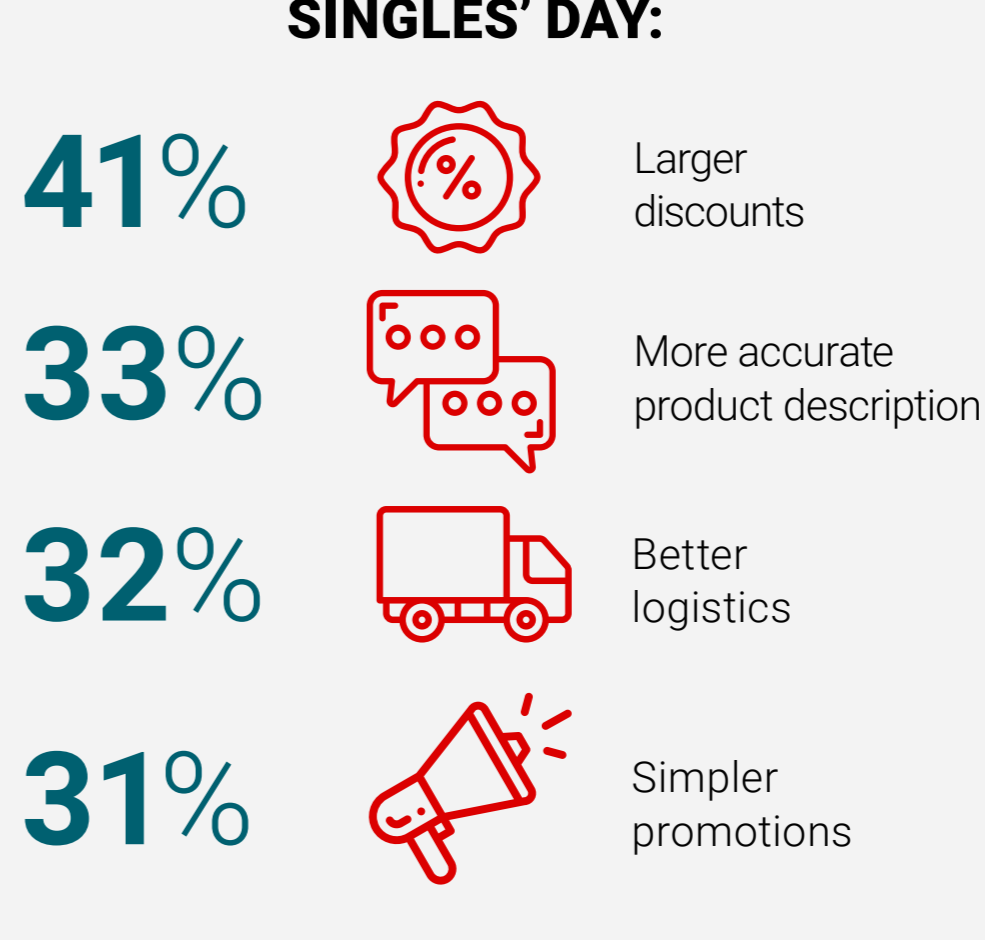
THOUGH ONLINE IS THE MAIN DRIVER THIS YEAR, CONSUMERS WILL ALSO PARTICIPATE IN SINGLES' DAY IN OTHER WAYS:



THE THREE MOST IMPORTANT CRITERIA WHEN CHOOSING WHO TO BUY FROM ARE:

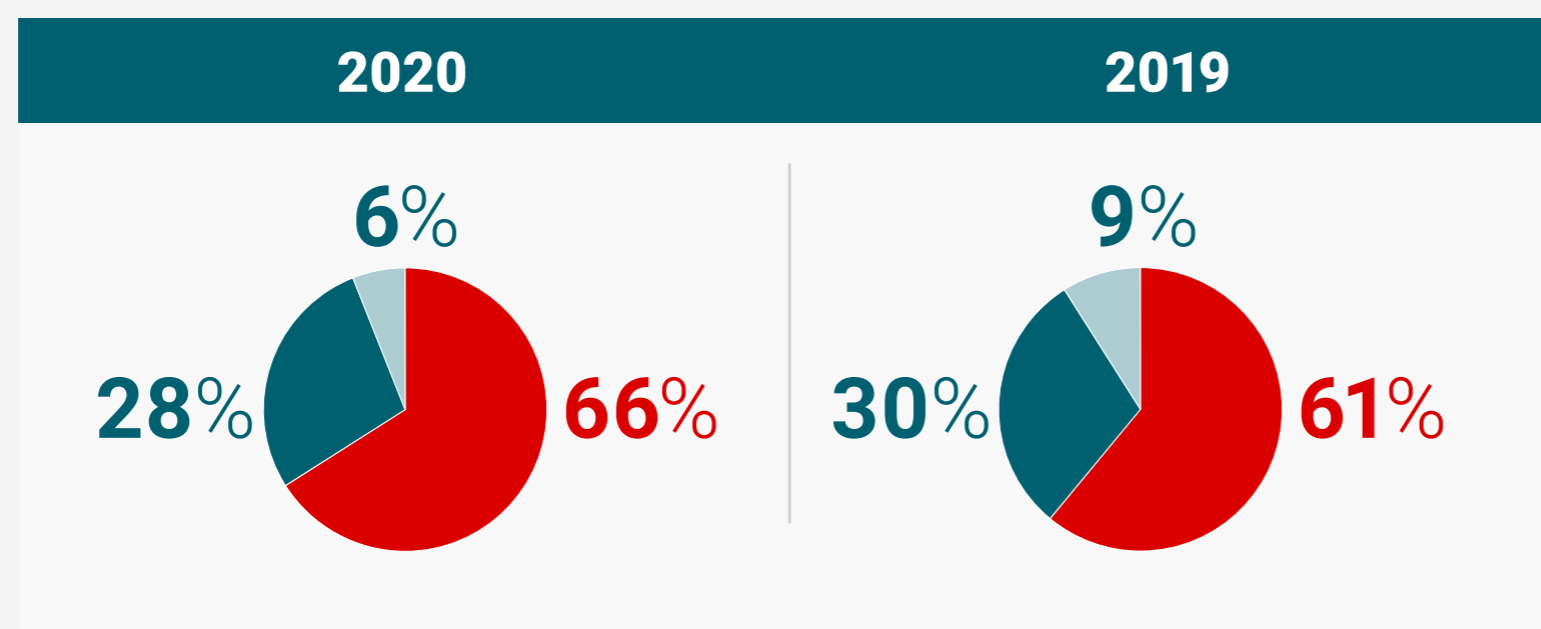


WHAT CONSUMERS SAY BRANDS CAN DO TO IMPROVE CUSTOMERS' SHOPPING EXPERIENCE THIS SINGLES' DAY:



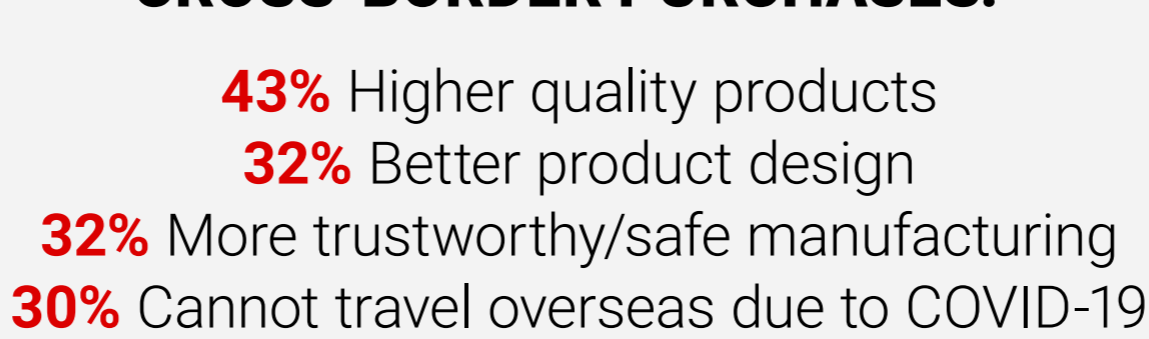
PURCHASES

THERE IS A HIGHER PREFERENCE FOR LOCAL BRANDS VS FOREIGN BRANDS THAN LAST YEAR



BUT 82% will still purchase via cross-border e-commerce

THE TOP REASONS CONSUMERS WILL CHOOSE CROSS-BORDER PURCHASES:



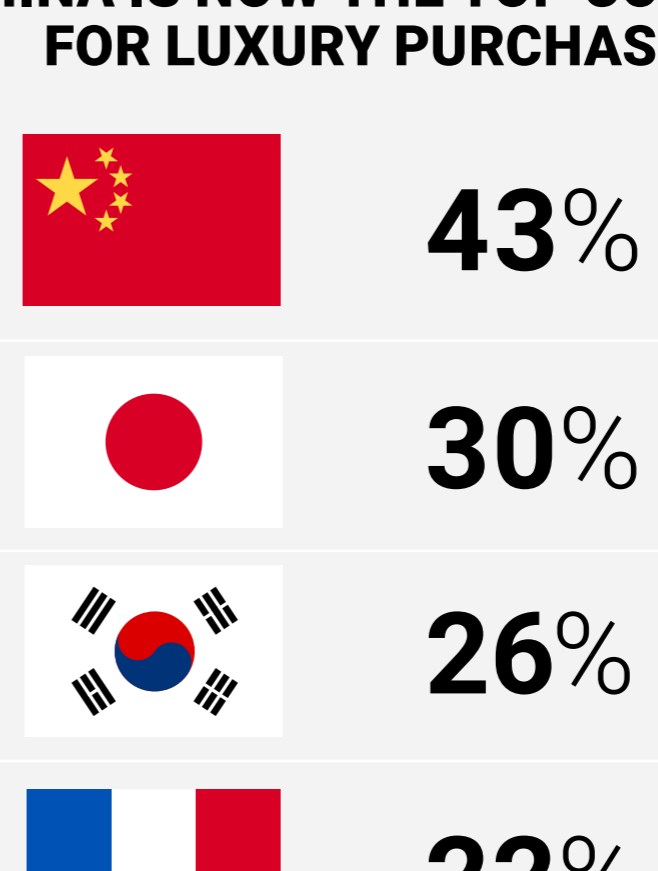
MANY CHINESE CONSUMERS WILL BUY FEWER AMERICAN PRODUCTS SPECIFICALLY:



CHINESE CONSUMERS FIND IT MORE CONVENIENT TO BUY LUXURY PRODUCTS ONLINE



CHINA IS NOW THE TOP COUNTRY FOR LUXURY PURCHASES:



*AlixPartners conducted the survey with 2,029 adult Chinese consumers between 30 September and 6 October 2020 across all regions, demographics and income levels