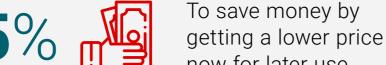
# **3RD ANNUAL** SINGLES' DAY SURVEY

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







THE MAIN REASONS FOR

**TAKING PART ARE:** 

**45**%

now for later use To look for specific

40%

39%

New product releases

product deals

38% 35%

2020

my shopping behaviour from offline to online

COVID-19 has changed

Delivery takes 33% too long 30% Do not want to stay up until midnight

THE MAIN REASONS FOR NOT

**TAKING PART ARE:** 

**28**%

Trying to be more sustainable and consume less

23%

Not sure what to buy

2019

45%

Clothes, fashion and accessories Clothes, fashion and accessories

**TOP PRODUCT CATEGORIES** 

33% Shoes/sporting goods 32% Cosmetics and skincare 27% Home care

33% Shoes/sporting goods 33% Cosmetics and skincare Lifestyle electronics 26%

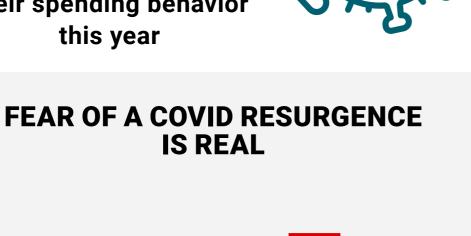
### **BUT MANY CONSUMERS HAVE GENERALLY, CHINESE CONSUMERS** DO NOT EXPECT THEIR SPENDING **BEEN AFFECTED FINANCIALLY BY**

**PANDEMIC** 

**AFFECTED BY COVID-19** 

**BEHAVIOR TO BE GREATLY** 

of respondents said that COVID-19 will have 'minor' or 'no impact' on their spending behavior this year



of those who intend to

THE PANDEMIC



because of the impact of COVID-19 **AND THIS HAS LED TO DIFFERENT SHOPPING PREFERENCES** 

spend less will do so



say they no longer worry about COVID-19

### will purchase more items 31% online as they now buy

24%

less in physical stores are more spend-conscious and will only buy items

**PROMOTION** 

when necessary

will stock up on medical supplies,

masks and food

## **CONSUMERS PARTICIPATE IN**

**CONSUMERS AGED 15-20** 

**ALL CONSUMERS** 

**CITIZENS OF** 

**CITIZENS OF** 

**TIER 2 CITIES** 

**CONSUMERS** 

**AGED 51-60** 

HIIII

48%

**Product** 

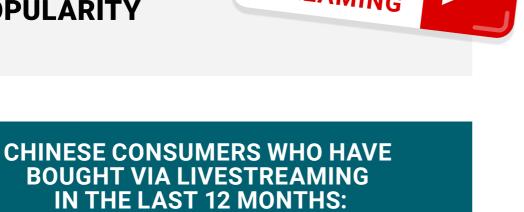
quality

**TIER 1 CITIES** 

**LIVESTREAMING** 

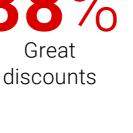
**IS GAINING** 

**POPULARITY** 



**85**%

**37**%





Live/instant information on products

THOUGH ONLINE IS THE MAIN DRIVER

THIS YEAR, CONSUMERS WILL ALSO

THE TOP THREE REASONS

LIVESTREAMING THIS YEAR:

Looking to buy a particular item

**ONLY** 19%

do not plan to shop via

livestreaming in this

year's Singles' Day

CITIZENS OF TIER 3/4 CITIES 74% **67**%

61%

60%

**55**%

THE THREE MOST IMPORTANT

**CRITERIA WHEN CHOOSING WHO TO** 

**BUY FROM ARE:** 





**26%** 

**Brand** 

reputation





60% will also visit will buy directly from brands' bricks and websites or mortar stores WeChat stores for bargains WHAT CONSUMERS SAY BRANDS

**CAN DO TO IMPROVE CUSTOMERS'** 

**SHOPPING EXPERIENCE THIS** 

**SINGLES' DAY:** 

**59**% will gather

Larger

Better

**BUT** 

will still purchase

via cross-border

e-commerce

discounts

More accurate

product description

discount coupons

online for

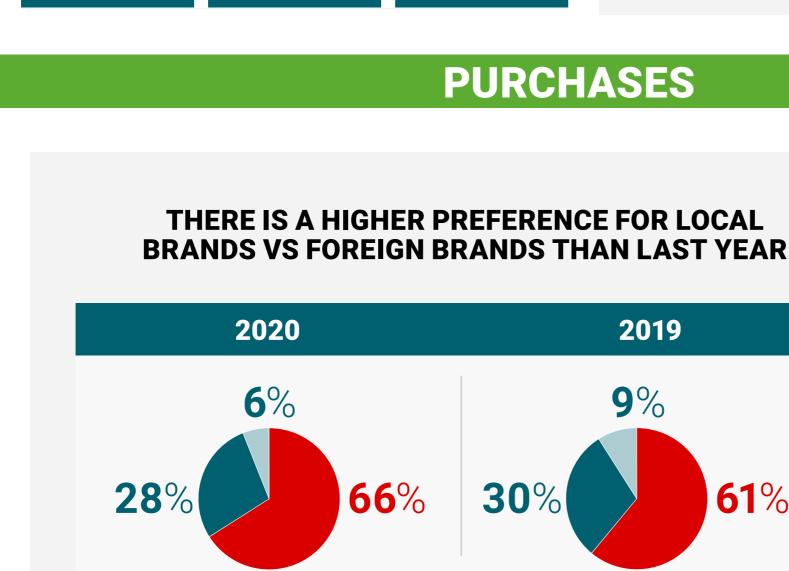
offline use

IIIIII IIIIII

34%

**Authenticity and** 

trustworthiness



**LOCAL BRANDS** 

## 32% logistics 31% Simpler promotions

61%

**UNSURE** 

2019

9%

33%



43% Higher quality products

**FOREIGN BRANDS** 





**LUXURY PRODUCTS ONLINE** 36% Easier to compare

**CHINESE CONSUMERS FIND IT** 

**MORE CONVENIENT TO BUY** 

34%

**32**%

and income levels

Find the best deals online

Convenience - can

buy from home

prices online

Avoiding overseas travel due to

43% 30%

**26**%

**CHINA IS NOW THE TOP COUNTRY** 

**FOR LUXURY PURCHASES:** 

**22**% 29% COVID-19

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