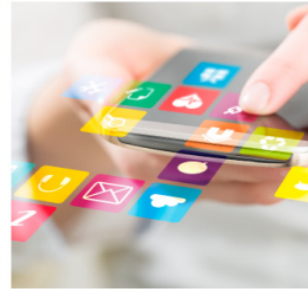




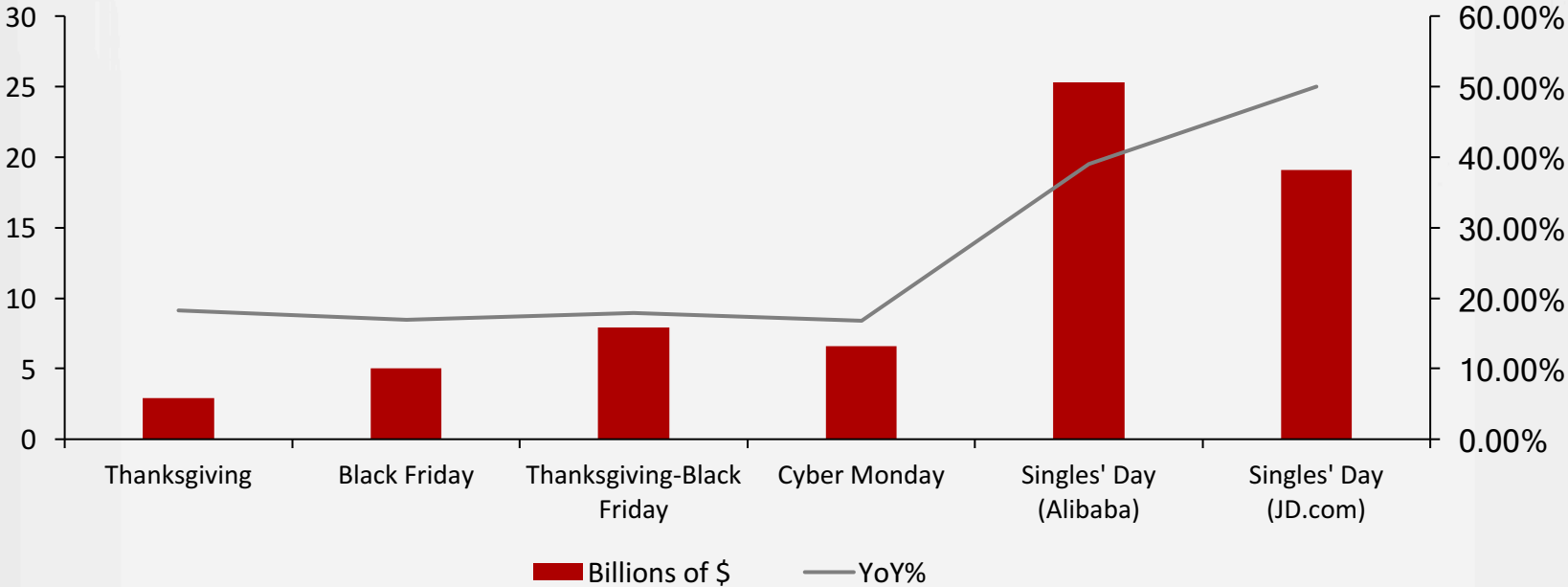
Overview of Retail Innovation in China



Deborah Weinswig
Managing Director
Coresight Research
March 20, 2018

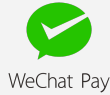


China's 11.11 Versus US Thanksgiving Weekend Sales



Estimate as of 10 p.m. on Cyber Monday **Includes sales from Alibaba's 11.11 popup stores and other physical stores *Includes sales from 11.1-11.11.
Source: Adobe/ShopperTrak/Alibaba Group/JD.com*

China Has Become a Frictionless, Cashless Society



**Estimated
Penetration**

38.1%

51.8%

Source: iResearch



A panhandler accepting donations via QR code in China



Alipay and WeChat Pay options at a local farmers' market in Shanghai

Rapid Urbanization in China

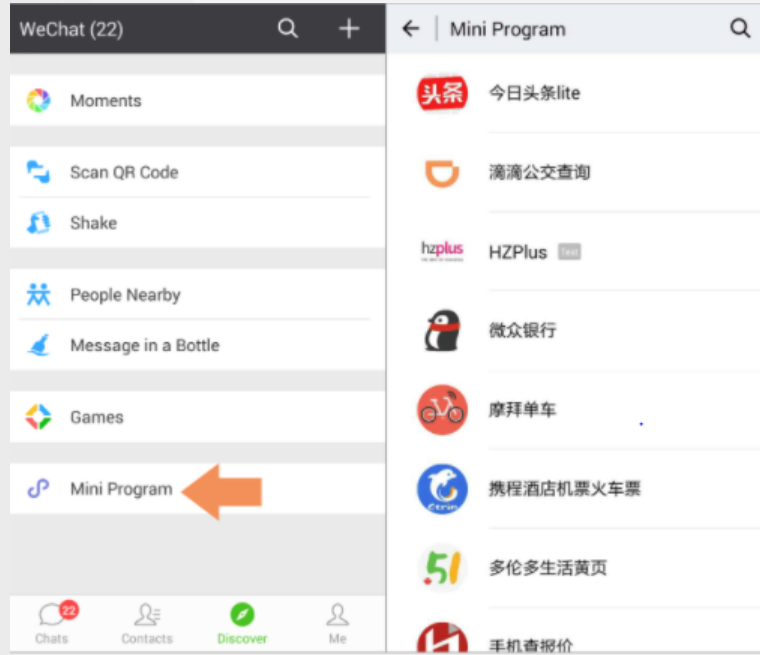


Shanghai in 1990



Shanghai in 2017

The Rise of Wechat Mini Programs



One is focused on content and community engagement



The other 2 focus on local and cross-border sales

Wechat Mini Program Interface

Localized Commerce Experience

Types of Recommendations Vary on Amazon and Alibaba



Recommends More Paintbrushes (i.e., Goods)

Mont Marte 15pc Art Paint Brushes Set for Watercolor, Acrylic, Oil, Great for Art...
★★★★☆ 185
\$14.95 ✓prime

Yohino Multi Purpose Paint Brush Set (14 Piece Set), Use for Acrylic, Oil, Watercolor
★★★★☆ 50
\$8.99 ✓prime

CHRISTMAS DEAL 63% OFF! Santa Fe Art Supply Best Quality Artist Paintbrush Set...
★★★★☆ 184
\$36.97 ✓prime

Art Paint Brushes Set for Acrylic Oil Watercolor, Artist Face and Body Professional...
★★★★☆ 53
\$9.99 ✓prime

25 Pieces Kids Sponge Painting Brushes for Early Learning Mini Flower Sponge Brush...
\$14.99 ✓prime

customers who viewed this item also viewed

heartybay Paint Brush Set Round Pointed Tip Nylon Hair artist acrylic brush Watercolor Oil Painting...
★★★★☆ 187
#1 Best Seller in Quill Art Paintbrushes
\$8.99 ✓prime

Mont Marte 15pc Art Paint Brushes Set for Watercolor, Acrylic, Oil, Great for Artists & Kids
★★★★☆ 187
#1 Best Seller in Art Paintbrush Sets
\$14.95 ✓prime

Art Paint Brushes Set for Acrylic Oil Watercolor, Artist Face and Body Professional Painting...
★★★★☆ 53
#1 Best Seller in Fibert Art Paintbrushes
\$9.99 ✓prime

Paint Brush Set Acrylic Xpassion 10pcs Professional Paint Brushes Artist for Watercolor Oil...
★★★★☆ 540
#1 Best Seller in Oval-Wash Art Paintbrushes
\$5.89 ✓prime

Heartybay 10Pieces Round Pointed Tip Nylon Hair Brush Set, Blue
★★★★☆ 969
#1 Best Seller in Pointed-Round Art Paintbrushes
\$5.99 ✓prime



Recommends a Painting Class (i.e., Experiences)

< Back November 30, 2017 8:45 AM

刘辉国画微课视频在线课程 写意花鸟画画...
¥9.50
¥9.50
384人在学

介绍 大纲19课时 评论

章节1 竹叶的画法

课时01 单片竹叶的用笔要领
09:52 视频 试看

AI Is Essential for Robotics

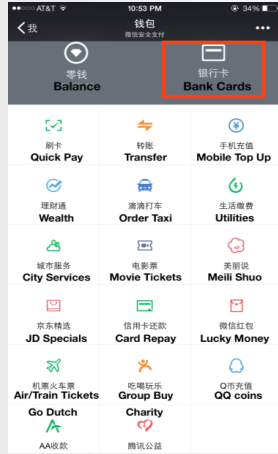


JD.com sent robots to deliver items for the first time in June 2017. Once a robot reaches its destination, it sends a message to notify the recipient of the delivery.



Walmart is testing robots developed by Bossa Nova Robotics to scan and keep track of in-store inventory and price changes, and allows associates to spend more time with customers.

WeChat: Living in the App



WeChat functions



46 Billion WeChat Red Packets on CNY



Starbucks Loyalty Program in Wechat