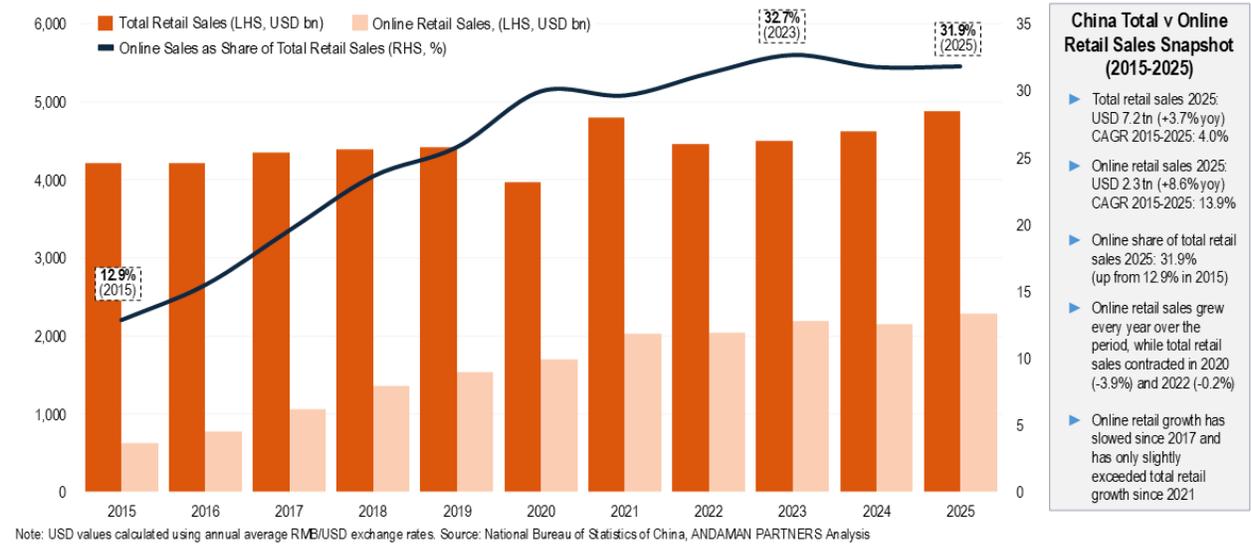


## Online Retail’s Share of China’s Consumer Market Has More Than Doubled Over the Past Decade

Total retail sales expanded steadily over the past decade, while online retail grew much faster, lifting digital penetration from 12.9% in 2015 to nearly one-third of the consumer market by 2025.

China 2015-2025 Total Retail Sales of Consumer Goods vs Online Retail Sales (LHS, USD bn) and Online Sales as Share of Total Retail Sales (RHS, %)



Over the past decade, China’s consumer market has undergone a profound structural shift as online retail rapidly expanded within an already large and steadily growing retail economy. Total retail sales rose from roughly USD 4.2 trillion in 2015 to about USD 7.2 trillion in 2025, reflecting moderate but consistent expansion in household consumption.

Over the same period, online retail sales surged, rising from around USD 600 billion to approximately USD 2.3 trillion, driving digital penetration from 12.9% of total retail sales to nearly one-third of the market. This transformation reflects the scale and maturity of China’s digital commerce ecosystem, supported by widespread smartphone adoption, advanced logistics networks and integrated payment platforms.

However, the data also indicate that the most rapid phase of online expansion has passed: growth in online retail has slowed noticeably since 2017 and in recent years has only slightly exceeded overall retail growth. The result is a consumer market that remains enormous and continues to expand, but in which the shift toward digital channels has begun to stabilise as online retail becomes a mature and deeply embedded component of China’s broader consumption landscape.

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