



Top 5 Apparel Shopping Destinations Lower vs. Higher Income Level

- ✓ TaoBao.com tops the list among Chinese consumers with different income levels for apparel shopping destinations, likely due to its convenience and increased public awareness.
- ✓ Chinese consumers with higher income level are more likely to shop apparel at department stores such as Parkson and New World.



**Less Than
60,000 RMB**

1 **TaoBao.com**
19.3%

2 **Walmart**
5.0%

3 **Jeans West**
4.8%

4 **SenMa**
4.4%

5 **Parkson**
4.2%



**60,000 RMB
or Higher**

1 **TaoBao.com**
14.6%

2 **Parkson**
10.0%

3 **New World**
6.9%

4 **Walmart**
5.9%

5 **Nike**
5.5%

Question: Where do you shop most often for Apparel/Clothing?

Source: ProsperChina™ Q2-2015 Quarterly Survey

For more Chinese consumer insights, please visit: <http://prosperchinaic.com/>



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