



Top 5 Online Shopping Websites

Lower vs. Higher Income Level

- ✓ TaoBao.com tops the list among Chinese consumers with different income levels for online shopping websites, followed by Tmall.com.
- ✓ These online shopping websites are popular among both segments likely due to their competitive prices and convenience.



**Less Than
60,000 RMB**

1 **TaoBao.com**
60.7%

2 **Tmall.com**
13.8%

3 **JD.com**
10.0%

4 **Amazon.cn**
2.6%

5 **Suning.cn**
2.3%



**60,000 RMB
or Higher**

1 **TaoBao.com**
52.1%

2 **Tmall.com**
17.5%

3 **JD.com**
15.8%

4 **Amazon.cn**
4.8%

5 **Suning.cn**
2.4%

Question: Which online website do you use most often for buying products?

Source: ProsperChina™ Q2-2015 Quarterly Survey

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



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