



# 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 popularity.
- ✓ 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**

**16.4%**

**2**

**Walmart**

**6.1%**

**3**

**Parkson**

**4.8%**

**4**

**New World**

**4.2%**

**5**

**HuaLian**

**4.1%**



**60,000 RMB  
or Higher**

**1**

**TaoBao.com**

**15.6%**

**2**

**Parkson**

**7.6%**

**3**

**New World**

**6.1%**

**4**

**Walmart**

**5.9%**

**5**

**Nike**

**4.9%**

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

Source: ProsperChina™ Q3-2015 Quarterly Survey

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



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