



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**
55.9%

2 **Tmall.com**
13.1%

3 **JD.com**
10.8%

4 **Amazon.cn**
5.0%

5 **Suning.cn**
3.1%



**60,000 RMB
or Higher**

1 **TaoBao.com**
51.2%

2 **Tmall.com**
17.0%

3 **JD.com**
14.7%

4 **Amazon.cn**
4.2%

5 **Suning.cn**
2.8%

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

Source: ProsperChina™ Q3-2015 Quarterly Survey

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



PROSPERCHINA™