

STAT: CHINA LEADS GLOBAL E-COMMERCE SALES

By Jessica Smith

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China is set to become the world's leading retail market in 2019, outpacing the US for the first time, according to **eMarketer**. This year, China's retail sales will grow 7.5% and will exceed the US by more than £76bn (\$100bn, €87.6bn).

'In recent years, consumers in China have experienced rising incomes, catapulting millions into the new middle class,' says Monica Peart, senior forecasting director at eMarketer. 'The result has been marked rise in purchasing power and average spending per person.'

E-commerce in China accounts for 35.3% of the country's retail sales – by far the highest percentage in the world. Globally, China will account for 55.8% of all online retail sales by the end of 2019, led by **retail monolith Alibaba**, which leads China's e-commerce sales with a share of 53.3%.