
2023 1 37

2023 4 28

152

2022

2.11

2022

GMV

26%

2023

App

Ti kTok

1.5

1/2

1/2

				152	
2023					152
		2022		2.11	
3	20				2018
1		2022	2.11		
				165	
	31				

	2022		GMV	26%	
eCommerceDB					GMV
2017			GMV	480	
	GMV	18%	2022		GMV
	26%		2023		2010
	GMV	28%			2380
				100	

3 28

½ - ½

100
2 10

1859

108.54

100%

" "

2023

½ ½

21

2025

1 10

20 5

5000

20

10

3

20

10

40

3 20 2023

40

8.3

28
2000
65%

2023
eMarketer 2023
2023 60000 2025
70000 eMarketer 2023
8.9%
24.1%

Ti Choo
2022 9.1
2022 2022
6.1% 9.1
11.2%
23.9% 3.23

App
data.ai App
App

Miravia

SHEIN

2

Shopee Lazada

Reputa

2023 2

Shopee Lazada

Sendo

1

2

TikTok Shop

Tiki

TikTok Shop

Casaleggio Associati

3

6179

eBay

1854

Subito

1851

Booking.com

Samsung

Leroy Merlin

TicketOne

Ikea

Trenitalia

UniEuro

317

oresight Research

Bambuser

317

2026

678

5%

FacebookLive

55%

YouTubeLive

52%

InstagramLive

46%

AmazonLive

30%

28%

21

12360

3 22

130

AMZ123

1-3

30%

30%

3 21

SH-668

TIEXIONG

TX-N02

	TikTok		1.5
	3	20	Ti kTok
1.5	2020	1	Ti kTok 2021 9
		10	

	Temu	3	25
		Temu	3 25
Temu			1/2 1/2

	Temu		SHEIN	Wish
Comscore			Temu	4
	2022	12	Temu	4450
9	Temu		5.1	Shei n
Wish 11	Temu	Wish	Wish	12
Temu	44.5			

21

	Lazada	Shopee
Lazada	Shopee	
4		2.12% 3.21-4.28%

100% Shopee
 2.14% 4.28%

2.14% 3.21% Lazada
 2.14% (7%) 3.21-4.28%

" "

Frequently Returned Items

1/2

1/2

Betsy Harden

Shopee 300
 3 22 Shopee 300
 PlayStation
 Shopee 2021 10
 100 2022 4 200

Shopee " "

3 24 Shopee
 / / Shopee

/ SKU

SKU

30-50

1/2

1/2

Shopee

7

Shopee

2

2

Shopee

14

7

7

Shopee

Shopee

Shopify

Shopi fy

Shopi fy

Del i verr

Del i verr

Shopi fy

Del i verr

Shopi fy

2023

Q2

1

2

3

1/2

1/2

1/2

1/2

1/2 1/2

3
2023 2023 Q2 1 2
1/2 1/2 1/2 1/2
1/2 1/2

3 4
2023 2023 Q2 1 2
1/2 1/2 1/2 1/2 1/2
1/2 1/2 1/2 1/2

3
2023 2023 Q2 1 2
1/2 1/2 1/2 1/2
1/2 1/2

" " 2023 5 11 14:30-17:00

- 1.
- 2.
- 3.

2023 5 30 -6 1

2+3

300

1/2

1/2

2023 5 29 -11 29

+

ci ffa. fastexpo. cn

1

7*24

2

3

tradeinvest@itc.ccpit.org	tradeinvest@ccpit.org
1	
2	
3	
4	

1000

1000

99.6%

0.1%
0.07%
200

0-4

295 /
100%

5000

10 20

17500

173610

VIP

-

		<hr/>
	<hr/>	
"	"	<hr/>
400-8899-460		