



Top Reasons Why  
you should be doing more business with  
**CHINA**

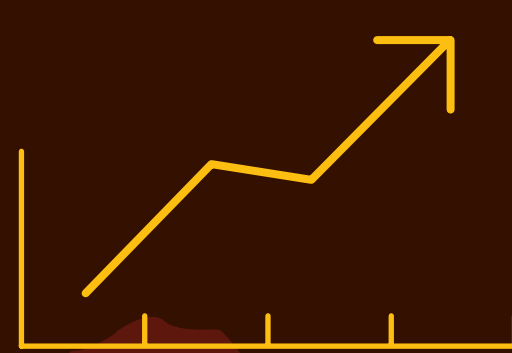
It's a **BOOMING** market



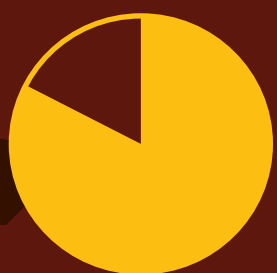
By 2020, middle income households will grow to 700 million in China<sup>1</sup>



The world's 2nd largest economy  
1. US 2. China 3. Japan<sup>2</sup>



**ONLINE** shoppers are spending big



The average online transaction in China is more than 80% higher than the average transaction for offline shopping<sup>4</sup>



351m

Online consumers in China will rise from 190 million in 2014 to 351 million in 2016<sup>5</sup>



60%

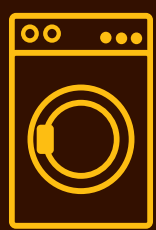
60% of shoppers in China listed recognized brand name as one of the top considerations in the purchase process<sup>6</sup>



70%

70% of the Asian shoppers surveyed used a smartphone to make a purchase<sup>7</sup>

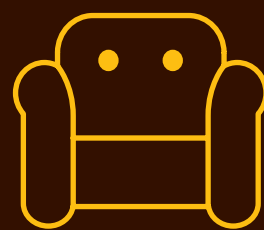
Demand for  
**CONSUMER GOODS IS RISING**<sup>8</sup>



65%  
Home Appliances



48%  
Cosmetics/Perfume



45%  
Household Goods



15%  
Flowers/Gifts



11%  
Sports/Leisure

...and with UPS by your side, you get:



A team of 6,300 logistics experts on the ground across China



A fleet of 890 package vans, trailers and trucks, covering the whole country



More than 200 weekly flights connecting China to the US, Europe and the rest of Asia

<sup>1,2,4</sup>[http://export.gov/china/build/groups/public/@eg\\_cn/documents/webcontent/eg\\_cn\\_055956.pdf](http://export.gov/china/build/groups/public/@eg_cn/documents/webcontent/eg_cn_055956.pdf)

<sup>3,6</sup><http://www.bain.com/publications/articles/what-chinese-shoppers-really-do-but-will-never-tell-you.aspx>

<sup>5</sup>[http://csi.mckinsey.com/knowledge\\_by\\_topic/digital\\_consumer/how\\_consumers\\_are\\_changing\\_chinas\\_ecommerce\\_landscape](http://csi.mckinsey.com/knowledge_by_topic/digital_consumer/how_consumers_are_changing_chinas_ecommerce_landscape)

<sup>7</sup>[http://www.comscore.com/esl/Insights/online\\_shopping/Online\\_Shoppers\\_in\\_Asia\\_Want\\_More\\_Choices\\_and\\_Convenience](http://www.comscore.com/esl/Insights/online_shopping/Online_Shoppers_in_Asia_Want_More_Choices_and_Convenience)

<sup>8</sup>Top Five Fastest Growing Categories in Online Sales Revenue 2011-2012

[http://export.gov/china/build/groups/public/@eg\\_cn/documents/webcontent/eg\\_cn\\_055956.pdf](http://export.gov/china/build/groups/public/@eg_cn/documents/webcontent/eg_cn_055956.pdf)