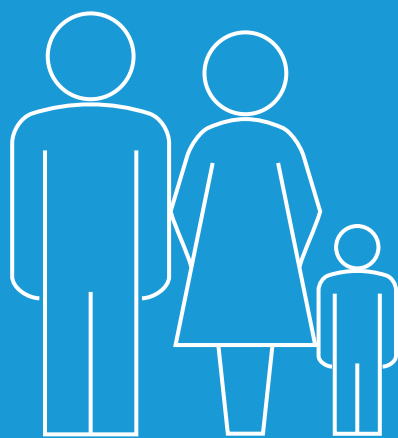


The Path to Purchase: A One-Stop Guide to China's Haitao Shoppers

As China's economy grows, so does the opportunity for merchants to increase global sales – but only for those who understand the “haitao” shopper, or Chinese consumers who purchase online abroad.



Married With Children 72% of China's haitao shoppers

Busy with raising a family, this haitao shopper is concerned with product safety – quality, health and safety are paramount. Often short on time, they are seeking products that afford convenience – everything from a robotic vacuum to a simpler, faster way to cook dinner. With the highest annual income and online spend of all haitao shoppers, this group is willing to pay more for good quality products and services.



Reaching these shoppers:

They crave convenience and expect authenticity in the products they buy, so refresh your product descriptions to highlight ease, authenticity and value

Highlight in your marketing and social media materials how your products provide intangible benefits: such as an easier time making dinner, more time with their children instead of in the car, etc.



With children 6 years old or younger (47%):

31 years old (mean age)

\$64,020 avg. household income

\$161 avg. online spend

Top items bought overseas:



With children 7 to 18 years old (25%):

38 years old (mean age)

\$58,758 avg. household income

\$166 avg. online spend

Top items bought overseas:



Singles 17% of China's haitao shoppers

As this group enters the workforce and dating scene, they're looking for opportunities to build their personal image. They buy luxury products often fueled by an emotional desire rather than a practical need.



Reaching these shoppers:

More image-conscious and willing to spend more on luxury products and brand names – marketing efforts should emphasize emotional “wants,” not practical “needs”

Stress how products can be used for building a personal brand at work or in social settings



Not in a relationship (8%)

26 years old (mean age)

\$42,267 avg. household income

\$98 avg. online spend

Top items bought overseas:



In a relationship (9%)

27 years old (mean age)

\$54,983 avg. household income

\$106 avg. online spend

Top items bought overseas:



Married Without Children 10% of China's haitao shoppers

From apparel to electronics, married couples without children enjoy spending their discretionary income on high-quality goods and services. They appreciate the convenience of online shopping but are willing to search for the best option available. With the second-highest annual income and online spend of all haitao shoppers, this group is willing to pay premiums for higher-end products.



Reaching these shoppers:

Personal style is a key purchase driver for this group – ensure your product descriptions convey luxury and exclusivity.



Fast Facts:

31 years old (mean age)

\$45,196 avg. household income

\$136 avg. online spend



Top items bought overseas:



Apparel



Cosmetics



Baby Items



Electronics



Groceries



Household



Art



Jewelry



Hobbies

Source: All data cited herein is found in “Ipsos Survey: PayPal China Import\Consumers Profiling 2015”

This survey was conducted online within China between February 10-17, 2015 among 1,500 adults (ages 18-50) by Ipsos on behalf of PayPal via an online survey. Key customer types (“Married With Children,” “Single,” and “Married Without Children”) comprise 99% of China's haitao shopper group.