

## Taobao Mall

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Launched on April 10, 2008, Taobao Mall ([www.tmall.com](http://www.tmall.com)) is a dedicated B2C platform featuring **70,000 brands** from **40,000 merchants** with more than **180 million buyers**.

Leading global brands that have established flagship e-boutiques on Taobao Mall include P&G, adidas, L'Oreal, UNIQLO, GAP, Nine West, Reebok, Ray-Ban, New Balance, Umbro, Lenovo, Dell, Nokia, Philips, Samsung, Logitech, Lipton.

Taobao Mall was ranked **number one** among Chinese B2C online retail sites by transaction volume for 2010, according to third-party research firm iResearch<sup>1</sup>. It handled **RMB30 billion in GMV** in 2010, approximately three times the amount handled by its closest competitor.

Rank	Name of B2C site	2010 GMV (in RMB)
1	Taobao Mall	30.00 billion
2	360buy	10.20 billion
3	Joyo Amazon	3.00 billion
4	Dangdang	2.26 billion
5	Vancl	1.85 billion

Taobao Mall has **47.6%** of the overall B2C online retail market in China (while its next closest competitor 360buy has 16.2%)<sup>2</sup>.

Name of B2C site	B2C market share
Taobao Mall	47.6%
360buy	16.2%
Joyo Amazon	4.8%
Dangdang	3.6%
Vancl	2.9%

According to metrics released by Alexa, Taobao Mall is ranked **number one** among Chinese B2C online retail sites measured by its geographic reach. Taobao Mall is the 123<sup>rd</sup> most visited website globally and is the **number one** most visited Chinese B2C online retail site globally.

Global Rank	Name of B2C site	Global Reach (%)
123	Taobao Mall	0.770
132	360buy	0.640
333	Joyo Amazon	0.311
424	Newegg	0.243
434	Dangdang	0.224
481	Vancl	0.199
12,151	Rakuten.CN	0.016

On November 11, 2010, Taobao Mall processed **RMB936 million in GMV** in a single day, setting an unprecedented record for single-day retail volume for a single retail destination.

For reference, total online retail transaction volume for China in 2010 was RMB461 billion and the B2C sector makes up **13.7%** of the total online retail spending.

<sup>1</sup> iResearch China Online Shopping Research Report 2010-2011

<sup>2</sup> iResearch China Online Shopping Research Report 2010-2011



## Taobao Marketplace

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Launched in 2003, Taobao Marketplace ([www.taobao.com](http://www.taobao.com)) is the largest consumer-to-consumer (C2C) online marketplace in China. With more than **800 million product listings** and more than **370 million registered users** as of December 2010, Taobao receives more than **50 million unique visitors** daily and is one of the world's top 20 most visited websites.<sup>3</sup>

Taobao Marketplace has **87.6%** of the overall C2C online retail market in China (while its next closest competitor Paipai has 10.1%, followed by Eachnet at 2.4%).<sup>4</sup> Taobao handled approximately **RMB200 billion in GMV** in 2009.

For reference, total online retail transaction volume for China in 2010 was RMB461 billion and the C2C sector makes up **86.3%** of the total online retail spending.



## eTao

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eTao ([www.etao.com](http://www.etao.com)) is the most comprehensive shopping search engine in China in terms of product and merchant information. It was first beta-launched by Taobao in October 2010 as an independent shopping search engine and became an independent business in June 2011.

Features and services that eTao has introduced include product search, group buy search, movie ticket search, e-promotion platform and Tao Bar community. It currently features in excess of **600 million product listings**, more than **1,000 quality business-to-consumer merchants** and more than **200 million pieces of shopping-related information**.

eTao reflects product results from all major e-commerce websites including Taobao Marketplace, Taobao Mall, 360buy, Dangdang, Joyo Amazon and Vancl.

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<sup>3</sup> Alexa and DoubleClick Ad Planner by Google.

<sup>4</sup> iResearch China Online Shopping Research Report 2010-2011