



Euromonitor
International

Alibaba Group Holding Ltd in Retail

July 2024

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STATE OF PLAY

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Company overview

Growth decomposition

Asia Pacific accounts for the lion's share of Alibaba's sales, but Europe is an enticing region

China and Turkey markets will account for the bulk of Alibaba's sales growth over 2023-2026

Alibaba is expected to retain its position as the world's third largest retailer over 2023-2026

E-commerce marketplaces lead global retail, reflecting pandemic-driven shifts

Alibaba is a retail e-commerce leader across a range of markets, primarily in Asia Pacific

Tmall Marketplace leads in China, with Lazada doing well across Southeast Asia

Alibaba's leading marketplaces win with wide product ranges and mass-market positioning

Economic challenges and uncertainty impact Chinese consumer sentiment

Pinduoduo and Douyin marketplaces are taking market share from Alibaba and JD.com

Alibaba is responding by leveraging its other capabilities for a competitive advantage

Alibaba's "New Retail" ambitions led to its expansion into store-based retail formats

Despite operational complexity, retail stores offer strategic advantages for Alibaba's business

Alibaba faces intense competition globally from TikTok Shop and Temu

Alibaba focuses on cross-border e-commerce and expands its revenue streams

Lazada and Daraz are Alibaba's regional online marketplaces in Southeast and South Asia

Trendyol expands beyond Turkish e-commerce, while Miravia targets Spanish consumers

Alibaba's cloud and artificial intelligence capabilities augment its e-commerce operations

Cainiao powers cost-efficient and speedy deliveries for Alibaba's various marketplaces

Key trends that will impact Alibaba over the next five years

Projected company sales: FAQs

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About Euromonitor International

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