

 **Alibaba** Group

Looking East – The health opportunity with Tmall Global in China

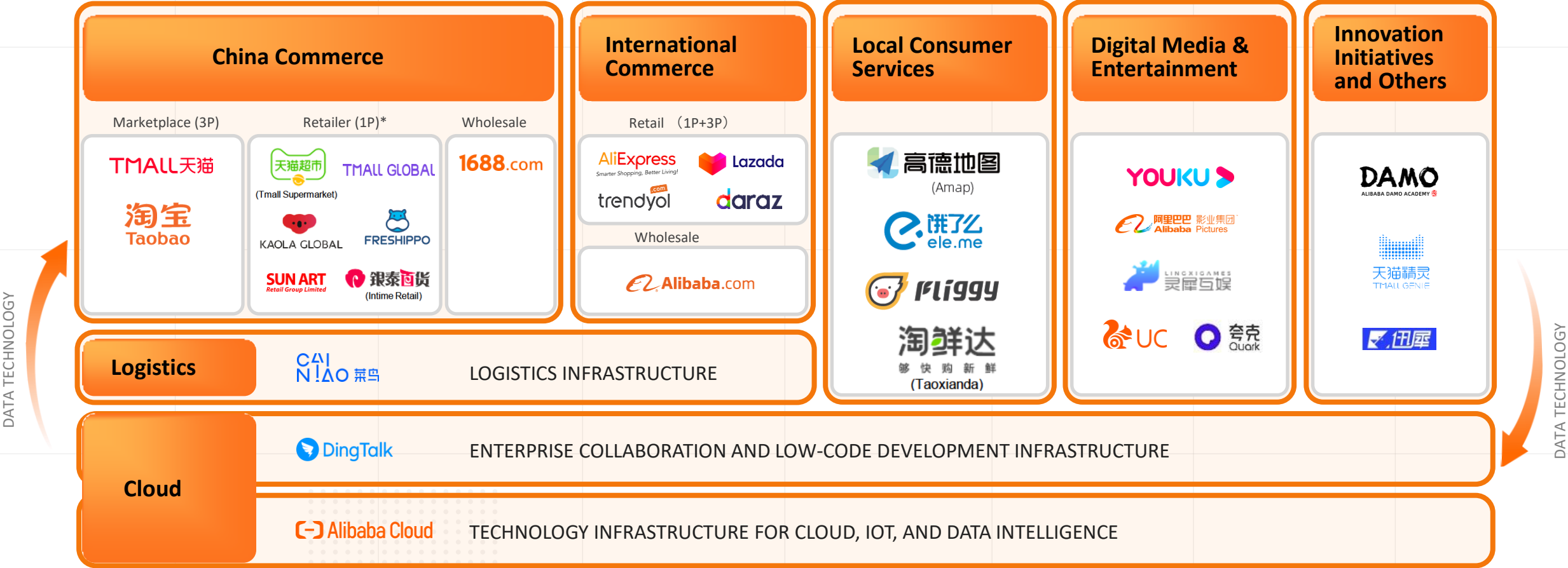
Zarina Kanji
26 January 2023

 **Alibaba** Group

Agenda

- **Introduction to Alibaba Group & the China opportunity**
- **Consumer behaviour & Top trends**
- **How to sell on Tmall Global**

Alibaba Business Overview



* Also have marketplace revenues

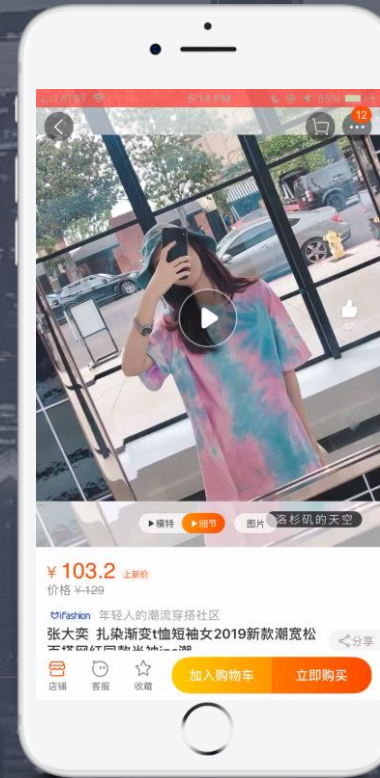
Tmall: where Chinese consumers discover brands



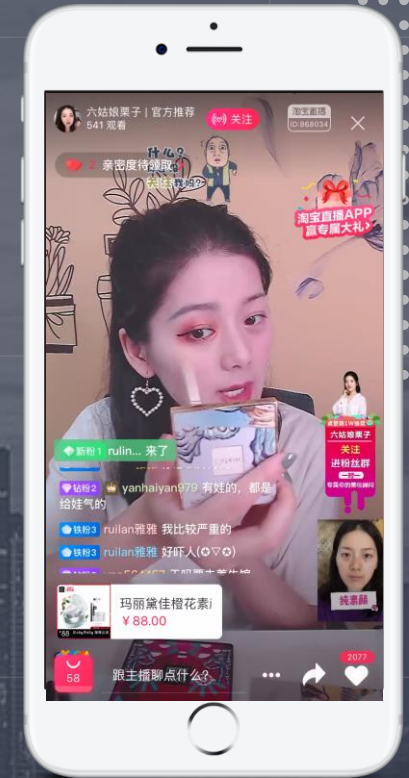
Explore & Discover



Share & Recommend



Short Video



Livestreaming

Tmall Global enables international brands to enter the China market

More than **80%** of brands on Tmall Global made their China debut on the platform

Tmall Global is one of the most popular **B2C cross-border eCommerce** platforms in China

40,000+
International
Brands

87
Countries
and Regions

5,800+
Categories

100M+
Customers

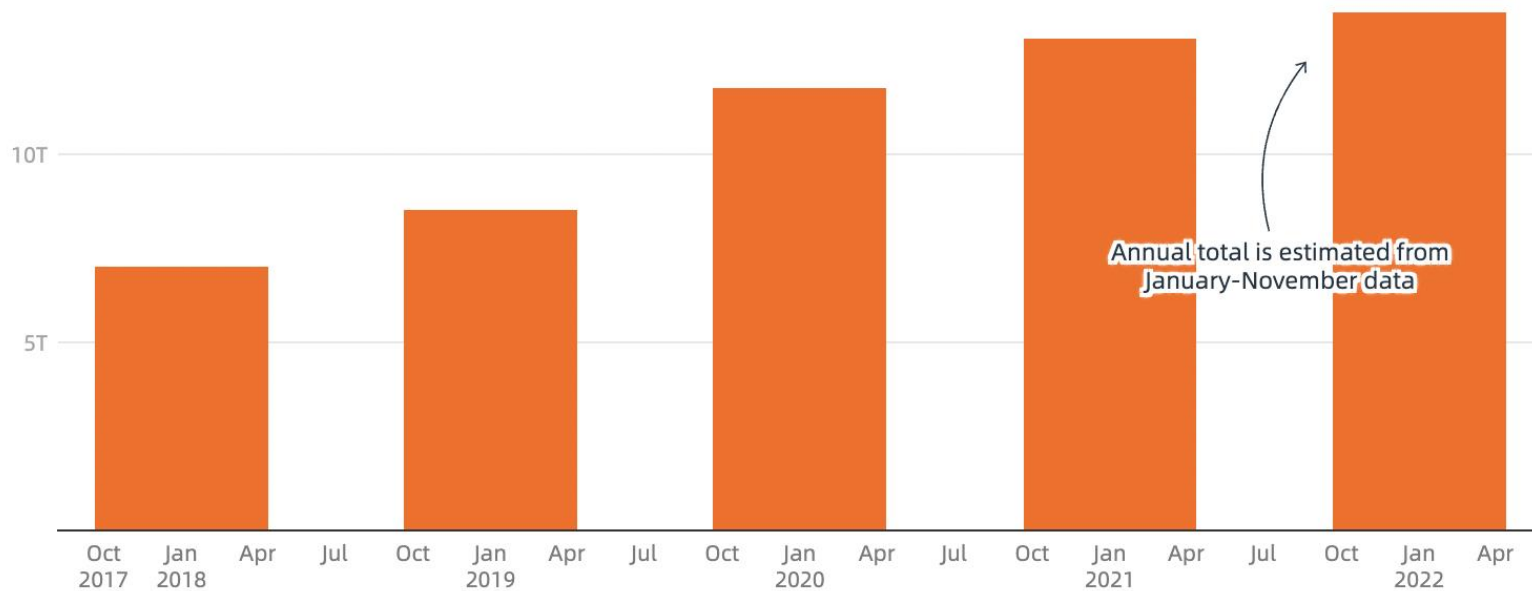


“Because China’s population is enormous, even brands that serve a small category overseas have a potentially huge market here”

**– Alvin Liu
President of Alibaba’s B2C Retail Business Group**



China's annual online retail sales have **nearly doubled** in last 5 years



Source: National Bureau of Statistics • [Download image](#)

alizila

The Fourth Meal:

China's health and wellness industry is currently valued at **\$683bn** (£577bn), which makes it the **second largest wellness market in the world**



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Consumers & behaviours



Healthy Living



Gen Z



Curious

Rising health supplement trends

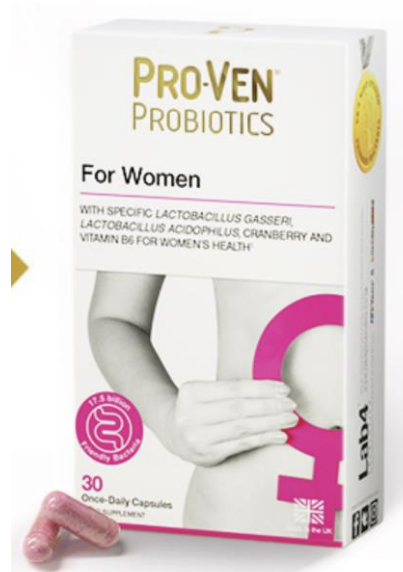
Gut Probiotics



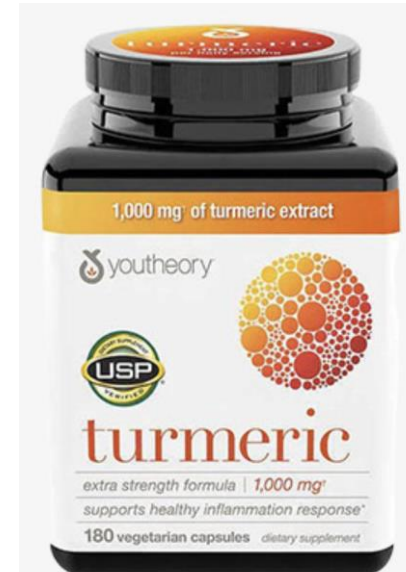
GABA



Female Probiotics



Curcumin



Vitamin D

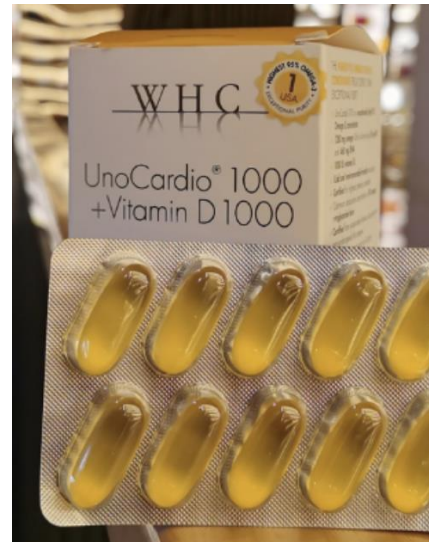


Continuing health supplement trends

Lutein



Fish Oils



Q10 Co-enzyme



Multivitamins



Inner Beauty (NAD+ / Weight loss)



Livestreaming showcases tastes



Virtual AI KOL product expertise



Metaverse **experience**



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Mini-store case study: Myrkl



Branding

Product Display Page

Selection & Story

Customer Reviews



3 SKU's

90 day incubation
by TMG

Perfectil



 **Alibaba** Group

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Thank you

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