

ALIBABA.COM GLOBAL B2B TRADING PLATFORM

To make it easy to do business anywhere

ALIBABA MEAN BUSINESS AROUND THE WORLD

260

**Million Customer
Logins**

190+

Countries & Regions

13

**Million Active Buyers
Globally**

40+

Industries

170

Million Product

304,000

Product Inquiries

THE BIGGEST PURCHASING CAPACITY

5.CANADA 4.8M+

1.RUSSIA 26M+

2.USA 25+

4.INDIA 5.7M+

3.BRAZIL 12M+

Why **Digital Platform** is The New Power

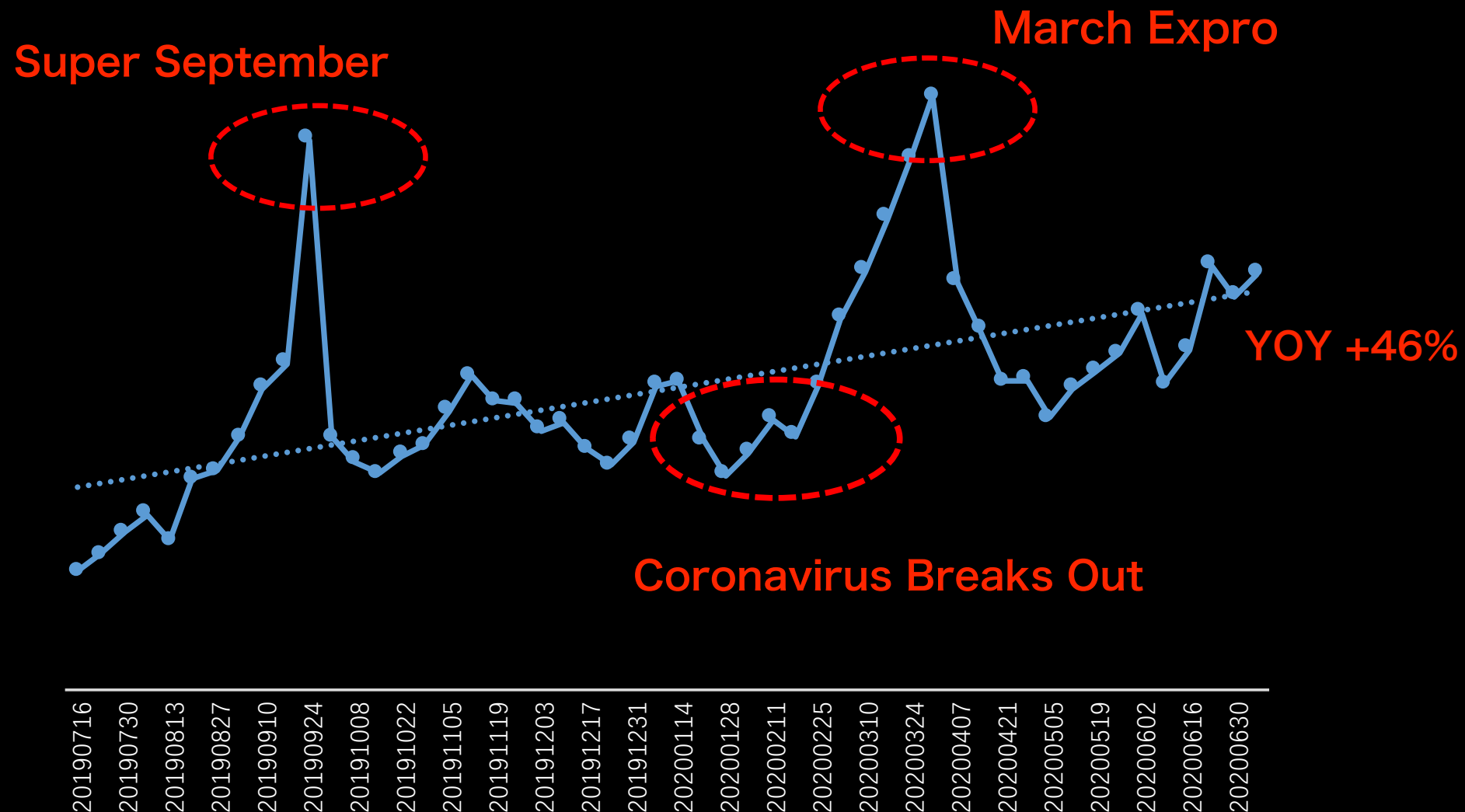
59.6% of The Population are Internet Users

World Regions	Population	Population	Internet Users	Penetration	Growth	Internet
	(2020 Est.)	% of World	31-May-20	Rate (% Pop.)	2000-2020	World %
WORLD TOTAL	7,796,949,710	100.0%	4,648,228,067	59.6%	1187%	100.0%
Asia	4,294,516,659	55.1%	2,366,213,308	55.1%	1970%	50.9%
Africa	1,340,598,447	17.2%	526,710,313	39.3%	11567%	11.3%
Europe	834,995,197	10.7%	727,848,547	87.2%	592%	15.7%
Latin America / Caribbean	658,345,826	8.5%	453,702,292	68.9%	2411%	10.0%
North America	368,869,647	4.7%	348,908,868	94.6%	223%	7.5%
Middle East	260,991,690	3.3%	183,212,099	70.2%	5477%	3.9%
Oceania / Australia	42,690,838	0.5%	28,917,600	67.7%	279%	0.6%

Data Insights from Our Digital Platform

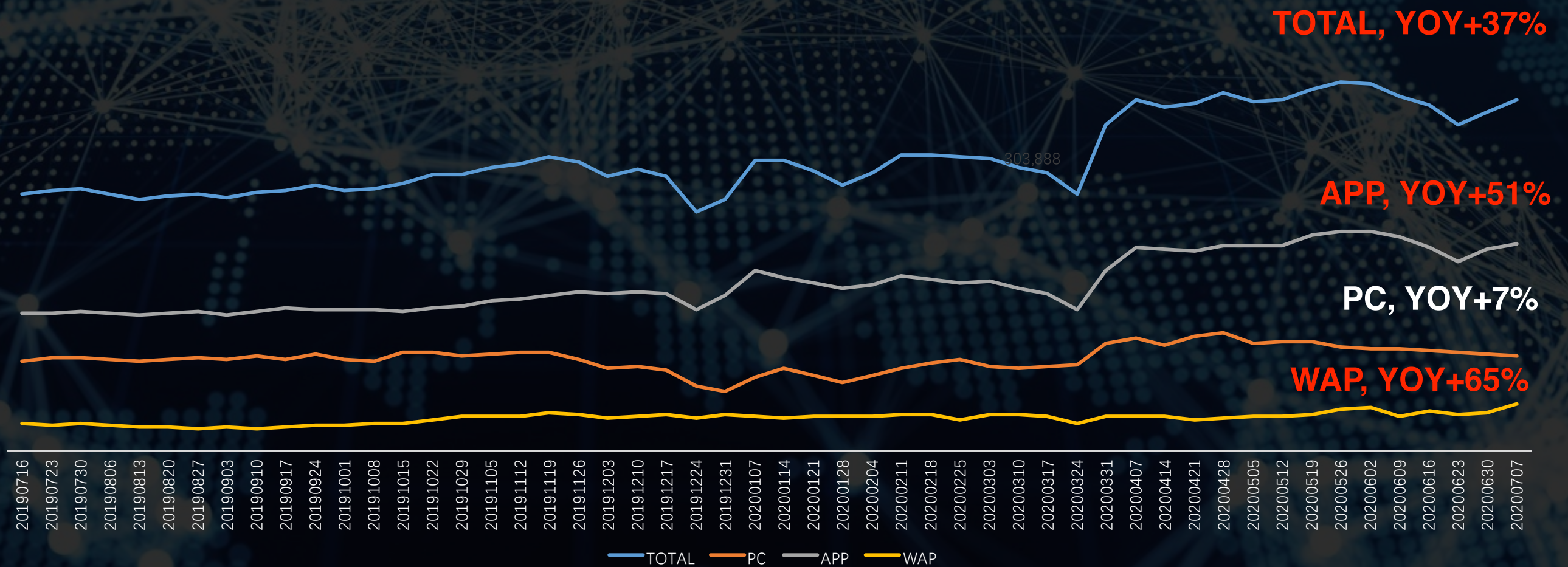
Daily UV **YOY Growth 46%**

Daily UV trends in last 52 weeks



Daily Inquires **YOY +37%**

Inquiries Growth in last 52 weeks



Coronavirus **Affects** Consumers in Long Term

Accelerating Trends

E – commerce

More and more people are using e-commerce to purchase products. Asian countries are leading the trend.

Health

People are taking health, environment-friendly, Energy saving into consideration when they purchase

New Trends

Home life products

Due to coronavirus, people spend more time at home. Products related to home life are getting more and more popular.

2020 Global Home & Health Industry Insight

Home & Furniture

During the epidemic, the amount of time spent at home has greatly increased. Many families have replaced or purchased new furniture items, which has led to an increase in low-frequency consumer demand for lamps, home textiles, and outdoor furniture. The epidemic has made consumers pay more attention to the practicality of furniture products, and products with antibacterial, antiviral, corrosion resistance and other characteristics are more popular.

Manufacture

Hygienic and healthy manufacturing has driven the demand for upstream related raw materials, packaging, printing and machinery equipment to rise simultaneously.

Wearing

During home life, consumers are in a relatively relaxed state, choosing more relaxed and casual clothing and footwear, such as home wear, pajamas, casual slippers, etc. Shoes and clothing with functionality (such as quick-drying, perspiration, etc.) have also become hot products in the market.

Personal Protection

Entertainment and fitness have become the main activities in home life. Demand for toys, fitness equipment, and consumer entertainment products heats up, reflecting consumers' pursuit of health, well-being.

Sports & Entertainments

Consumers pay more attention to health and hygiene, and the cleaning and care of family spaces, individuals and pets have become the focus of daily life.

Food & Beverage

For most consumers who pursue a convenient life, the home diet mainly relies on fast-food foods; independent packaging, easy cooking, and long-term shelf life foods are more concerned.

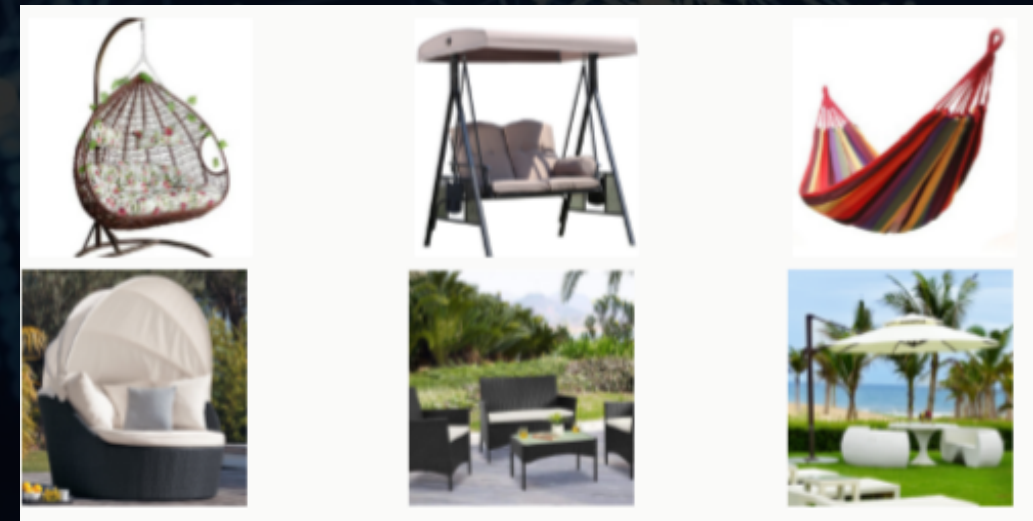
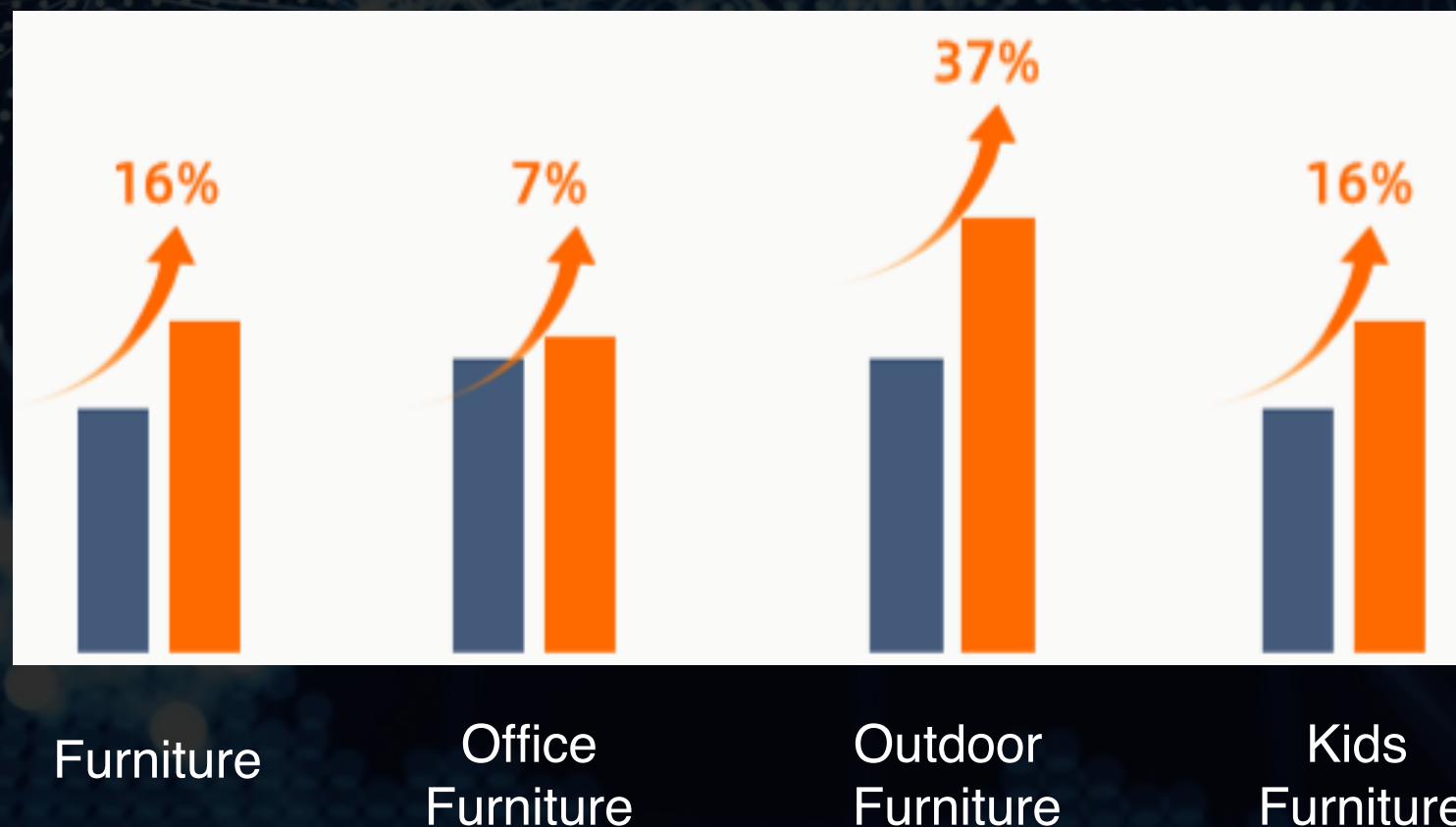
Home & Furniture

Furniture: Outdoor furniture demands are gradually rising

Purchasing characteristics: Antiseptic, antibacterial, waterproof

Furniture UV growth in March

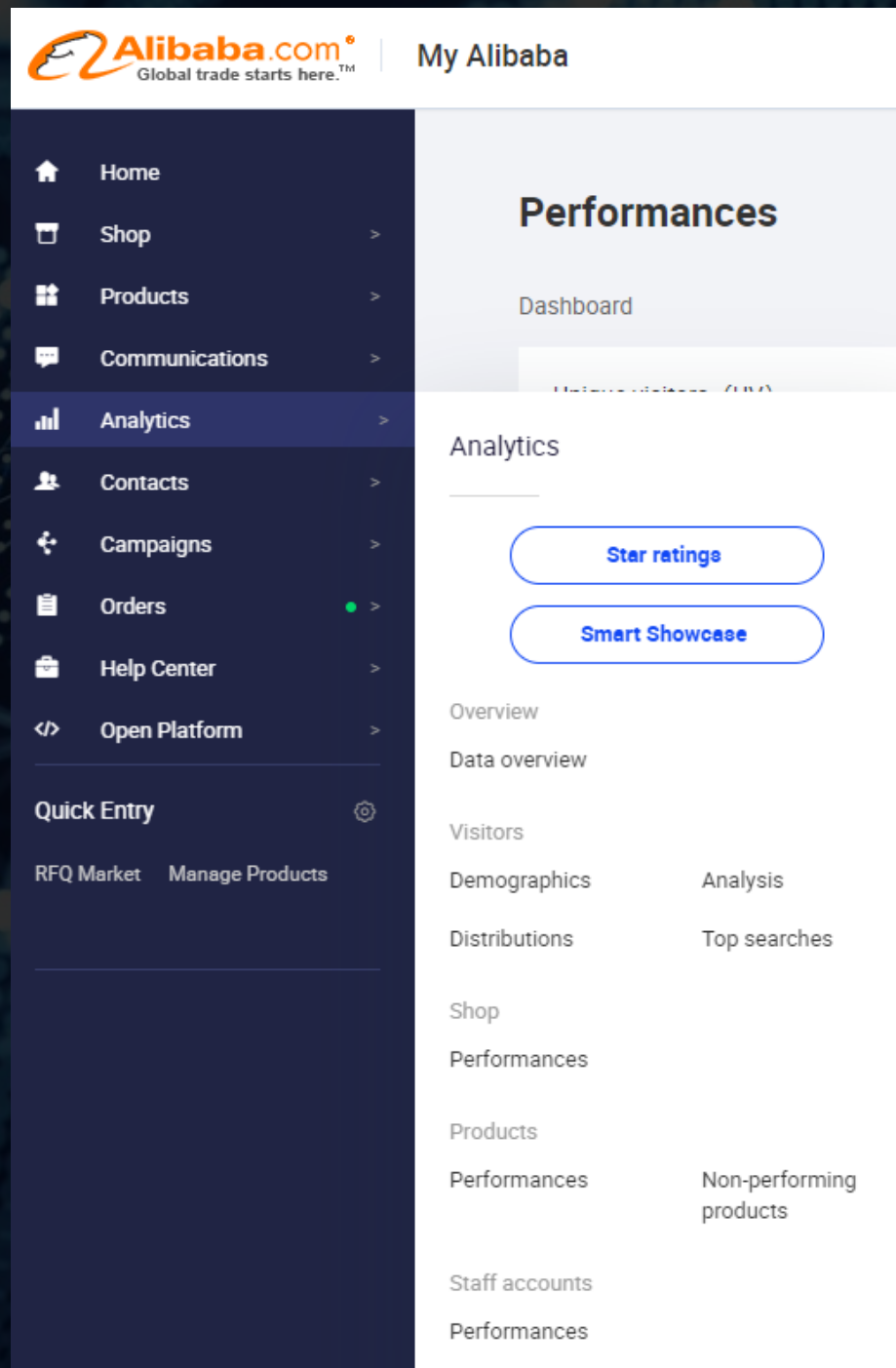
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How to Better Use Data Tools of **Alibaba.com**

ALIBABA Seller Support Program

ALIBABA Data Tool “Analytics”



Analytics - Know Your Business Better



Visitor Detail

Visitor Details

My Visitors:

Time period: Last 7 days

Time: 2020-07-13~2020-07-19 (PST, Scheduled updates: Daily before 9:00hrs (GMT+8))

Regions: All

Buyer queries: Search

Inquiries: All

TM Msg: All

Owner: All

☐ With notes

Visitors	Regions	PV	Duration of stay	Most searched keywords	Activities on my shop	Activities on website
D2007155		2	33s	ship from europe		Total viewed 26 page(s) Visited 4 supplier(s)
D2007156		1	4s	-		Total viewed 2 page(s) Visited 1 supplier(s)
D2007157		1	34s	50ml perfume bott... 15ml perfume bott... 15ml perfume bottle perfume bottle		Total viewed 46 page(s) Visited 17 supplier(s)
D2007158		1	-	-		Total viewed 1 page(s) Visited 1 supplier(s)
D2007159		1	12s	fish	Contacts Visited	Total viewed 191 page(s) Visited 183 supplier(s)

Product Details



Products detail

97 products found based on your search criteria. Their total customer views are 4486, customer clicks are 52, click-through rate is 1.16%, total inquiries received are 10, total submitted orders are 0.

Export data [↓](#)

1 / 4 [←](#) [→](#)

Product	Owner	Views ↑	Clicks ↑	Clicks Rates ? ↑	Inquiries ? ↑	Buyer Query with Views	View Performance Trend	Action
 High Quality Arabic...	Pisamai Sukhaphan	514	2	0.39%	0	coffee beans (271) More >>	View Performance Trend	Edit Products removed
 Bulk Supply V-Bites ...	Pisamai Sukhaphan	335	3	0.90%	0	snack (194) More >>	View Performance Trend	Edit Products removed
 Necklace Stainless S...	Pisamai Sukhaphan	295	1	0.34%	0	sombrillas con abanico (1) More >>	View Performance Trend	Edit Products removed
 Premium Grade Natura...	Pisamai Sukhaphan	293	1	0.34%	0	soap (107) More >>	View Performance Trend	Edit Products removed
 Factory Bulk Supply ...	Pisamai Sukhaphan	269	2	0.74%	1	chips (86) More >>	View Performance Trend	Edit Products removed
 PREMIUM QUALITY NATU...	Pisamai Sukhaphan	189	1	0.53%	0	incense sticks (64) More >>	View Performance Trend	Edit Products removed
 Factory Supply V-Bit...	Pisamai Sukhaphan	172	3	1.74%	0	chips (70) More >>	View Performance Trend	Edit Products removed

Keyword Details



Search keywords containing Home Decor

Ranking	Keywords	Search index↓↑	Fluctuations↓↑	CTR (Click-through Rate)↓↑	Competitive index↓↑
1	home decor	2920	0%	3.1% +18%	369 +0.6%
2	other home decor	1067	+1067.3%	0.24% -91.8%	37 +14.7%
3	wallpaper home decoration	1062	-20.9%	6.49% +6.7%	61 -1.6%
4	decorations for home	856	-41.1%	1.47% -4.2%	73 +4.7%
5	vases for home decor	560	+28.3%	6.67% +89.7%	66 +5.2%
6	artificial flower for home decor	486	+285%	7.98% +24.5%	62 -0.9%
7	home decor accessories	394	-55.2%	2.05% -32%	104 +1.1%
8	nordic decoration home	390	+27.6%	2.95% -9.3%	37 +10.4%
9	home decor luxury	379			
10	interior home decorations	367			

Historical trends



How to **Success** on Digital **Platform**

**Business
Analysis**

**Basic Operation
Skill**

**Data
Analysis**

**Advance
Operation Skill**

**Close
The Deal**

Scale Up

Thank You



Contact 097-3531444