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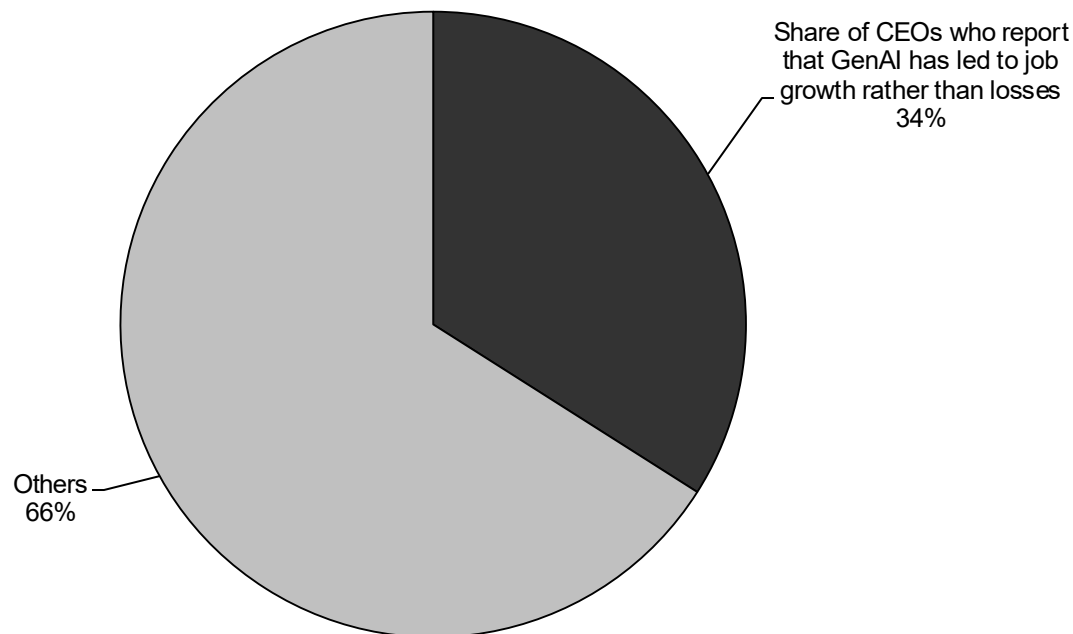
SAMPLE REPORT

**AI TRANSFORMATION IN CHINA'S E-COMMERCE:
ECOSYSTEM REGULATION, INFRASTRUCTURE,
AND DIGITAL PAYMENTS INTEGRATION 2025**

PUBLICATON DATE: NOVEMBER 2025

In 2025, 34% of CEOs in China report that Generative AI has led to job growth rather than losses, underscoring its contribution to job creation and workforce expansion.

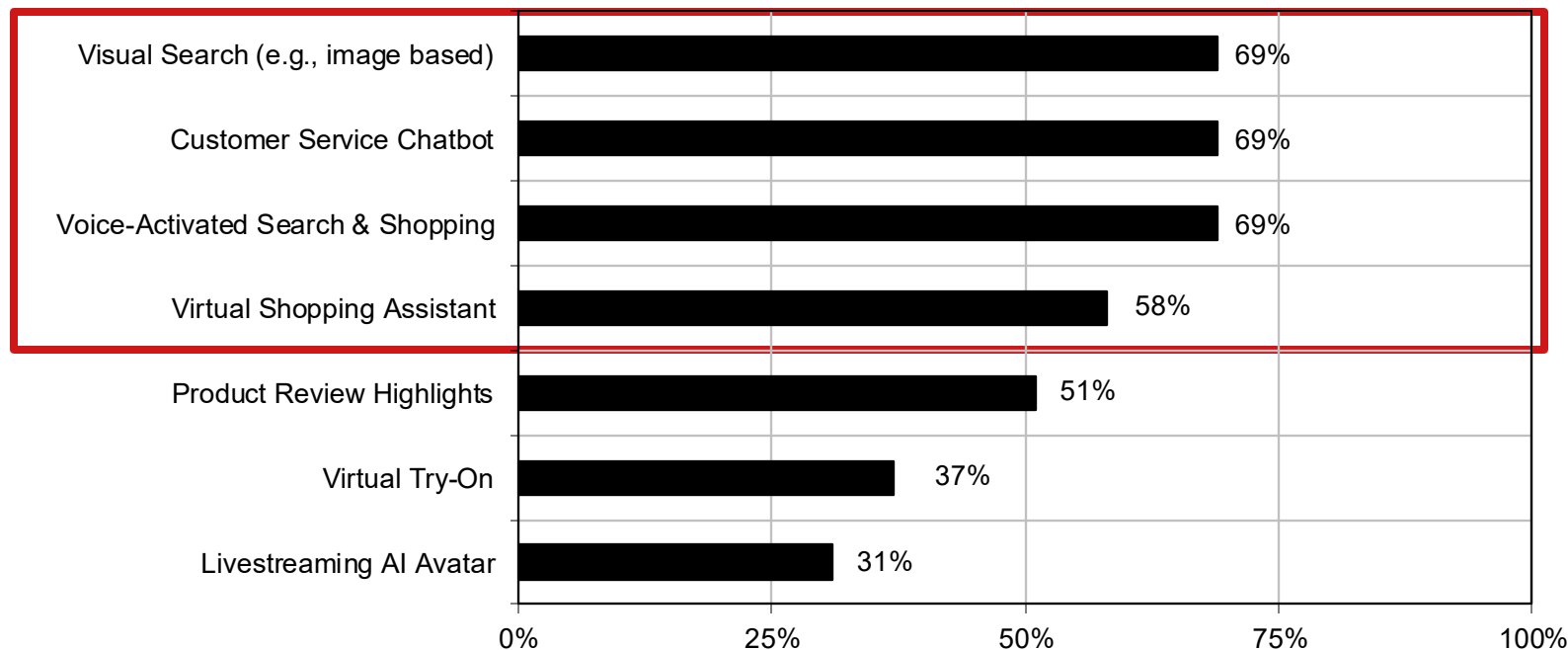
China: CEO Reports of Job Growth Resulting from Generative AI Adoption, in % of Resp., 2025



Sample Report

In 2024, early AI adopters in China focus on practical uses such as visual search, voice shopping, and customer service, reflecting a functional approach over advanced immersive experiences.

China: Practical Use of Generative AI Shopping Tools Among Early-Adopting Consumers, August 2024



Note: Early-adopting shoppers in China refers to those who said they had used one or more generative AI shopping tools in the last six months.
Source: Bain China Consumer Survey, August 2024

PREFACE

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GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

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- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

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- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

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