



CHINESE BRANDS GOING GLOBAL

CHINESE BRANDS GOING GLOBAL

Chinese brands are gaining an increasing amount of attention internationally - good and bad - and as the number and quality of brands from China continues to grow, this will be a critical space to follow. The impact of China's brand diaspora has grown in magnitude; SHEIN has disrupted the fast-fashion industry in only a couple of years, DJI has secured its position as dominant category leader in drones, and Huawei as a tech leader has had its Global ambitions rebuffed by skepticism and protectionism.

With this dynamic as a backdrop, we sought to assess the landscape of China's emerging Global brands - understanding which brands are making an impact and which brands could come to make an impact.

With our focus as a brand x digital strategy consultancy, we have concentrated the evaluation criteria on digital and online prowess, together with brand equity growth and DTC (direct-to-consumer) potential. And, while we have accounted for ecommerce sales, the research does not look through to the details of offline sales (traditional distributors and resellers).

Our findings show that very few Chinese brands have yet made much emotional impact on Global consumers (few have much brand equity). That said, global consumers - in mature and emerging markets alike - are highly motivated by low cost products, so the sales promotions (push) tactics of Chinese players may very well be more useful than brand related (pull) strategies.

Ultimately, the best brands from China will not rely on price competition but will demonstrate innovation, distinctiveness and customer engagement/loyalty skills - creating some emotional connection with customers. Brands that don't have sufficient equity are easy to swap out, whenever something cheaper becomes available.

Chris Baker
Founder, Totem Media



1

OVERVIEW

5 CHINA BRANDS IN CONTEXT

2

TOP 100 BRANDS

9 THE TOP 100

16 CATEGORIES, CHANNELS

18 LEARNINGS & INSIGHTS

30 CHALLENGES & CRITIQUES

3

FIVE PATHWAYS

35 ECOMMERCE PLATFORMS

38 DTC BRANDS

42 LEADERS & INNOVATORS

45 NETWORKERS

48 ACQUIRERS

4

BRAND PROFILES

52 GLOBAL PLAYERS

59 BRANDS TO WATCH

5

BRANDS BY REGION

73 NORTH AMERICA

79 SOUTH AMERICA

83 ASIA

88 EUROPE

93 MIDDLE EAST

97 AFRICA

101 OCEANIA



OVERVIEW

5 CHINA BRANDS IN CONTEXT

China has long been the World's factory but is taking early steps to put its own brands on the Global Map.

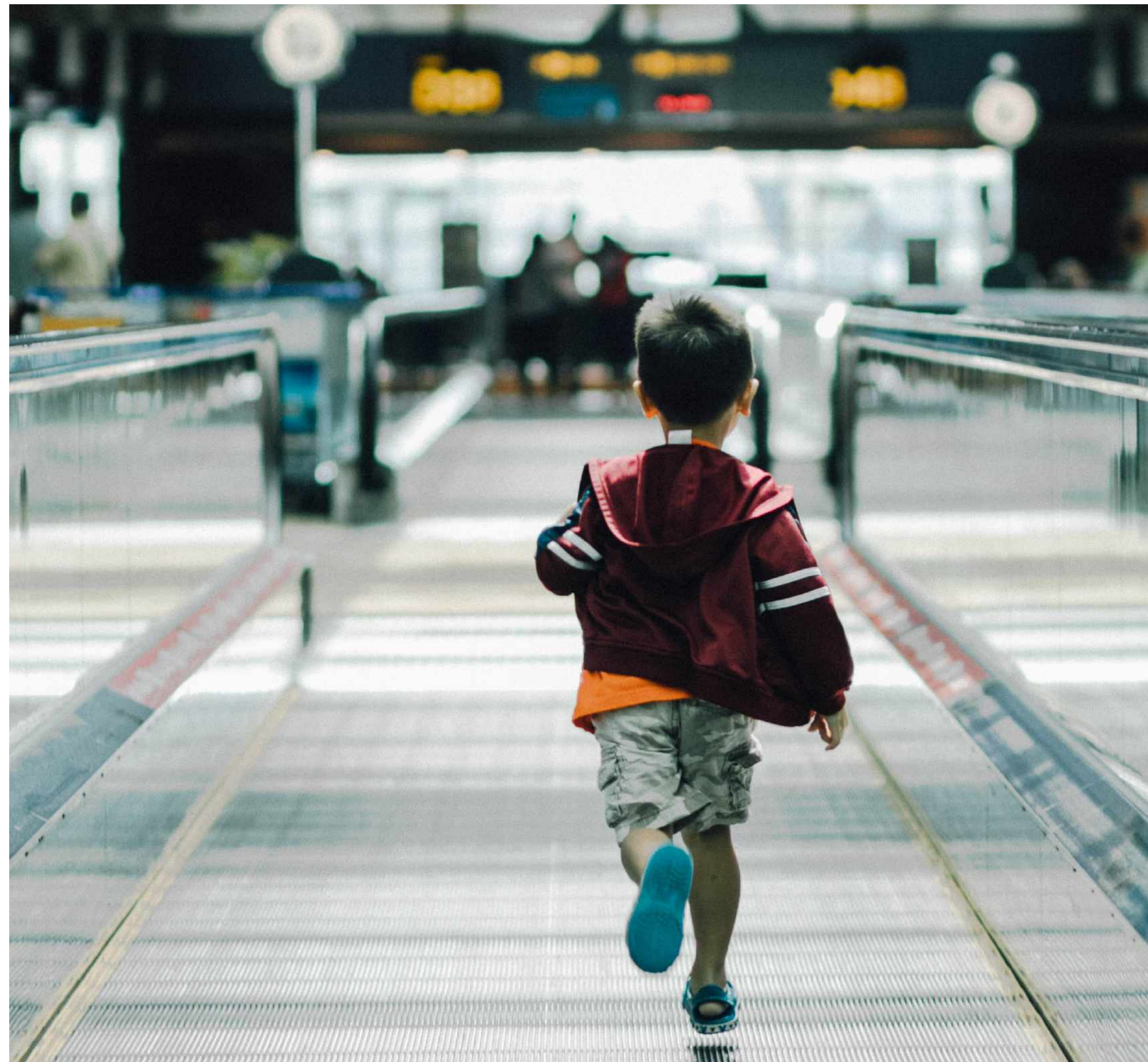
Chinese brands are relative novices at multinational operations. Youthful enthusiasm, however, together with a number of key advantages put Chinese brands in a good position to succeed.

China's domestic market is large and crowded. To compete and win there, brands must be at their best.

From a marketing perspective China is overwhelmingly digital - so, when Chinese brands do emerge onto the Global stage, they are doing so with future-forward tactics (often sidestepping outdated, traditional norms).

And, perhaps most importantly, Chinese brands have a multitude of factories and design capabilities at their finger tips allowing them to seamlessly integrate marketing - R&D and production.

Look at the incredible strides that SHEIN has made in putting all of these advantages together, in becoming a Global leader in fashion retail.



BRAND
GROWTH
FROM CHINA
BY THE
NUMBERS

1st China is the largest ecommerce market in the World. The total GMV in China is larger than the next 10 markets combined.

2nd China is the second-largest market by annual ad revenue for Facebook - after only the United States.

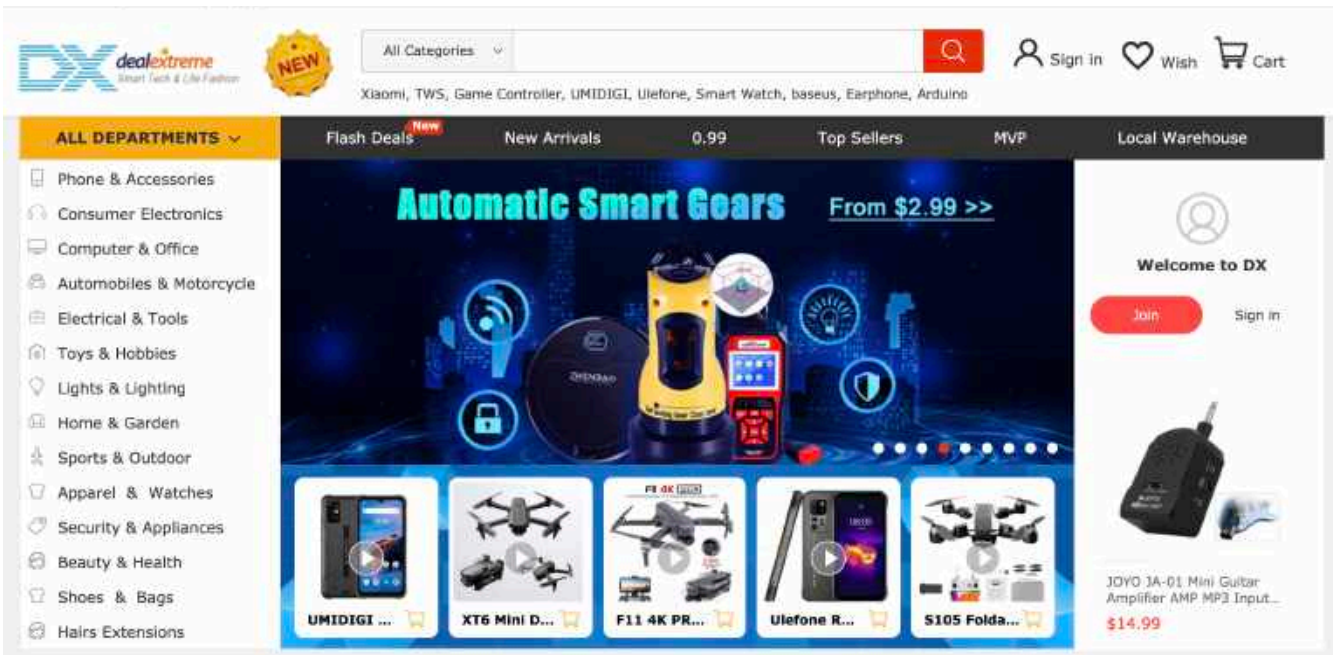
75% Of new sellers in the top four core Amazon markets (US, UK, Germany and Japan) originate from China.

288 BILLION (USD) The estimate for China's cross border retail ecommerce sales in 2021

357 357 new Chinese brands ranked first in their category during Alibaba's 2020 Double 11 shopping festival (In 2019, only 11 Chinese brands ranked #1 in a category)

2002-2013

TRAFFIC / PRICE

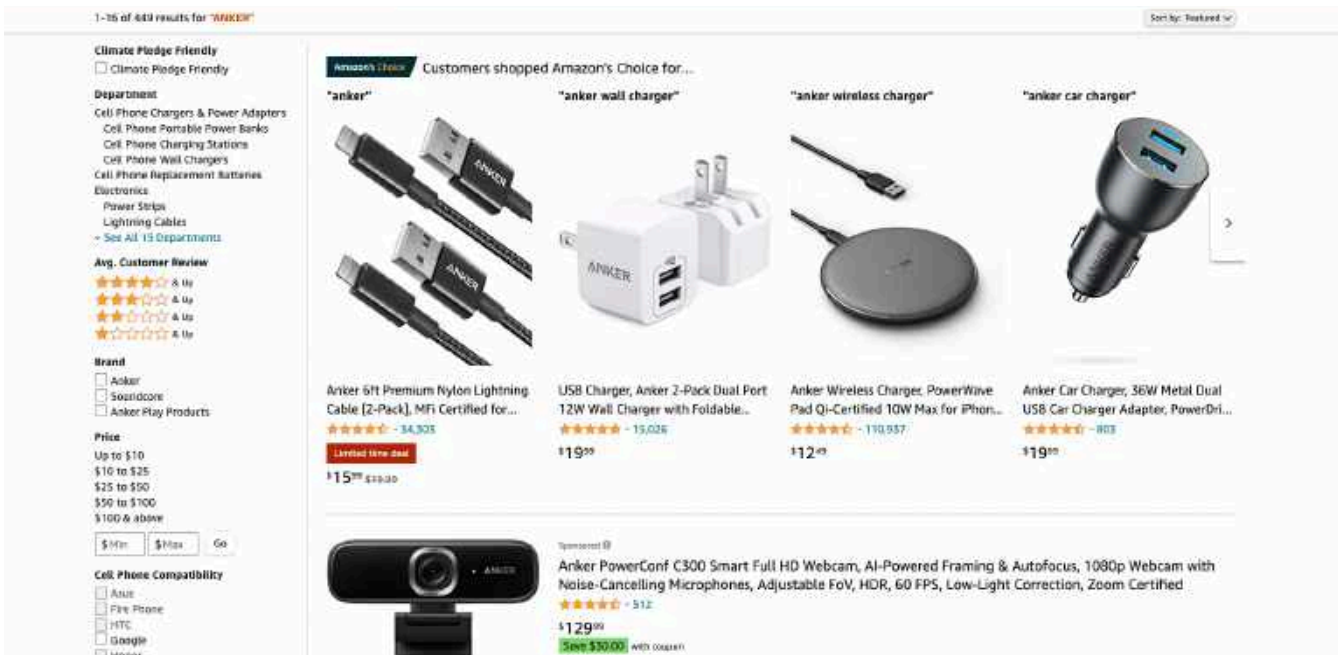


Mass ecommerce sites such as DH Gate and LightintheBox were among the first players on the Global stage. These “Dollar Stores” created links between Global consumers and factory-direct products. While they revealed price arbitrage opportunities, little-to-no brand equity was built (for factories or platforms).



2014-2019

SALES / PRODUCT

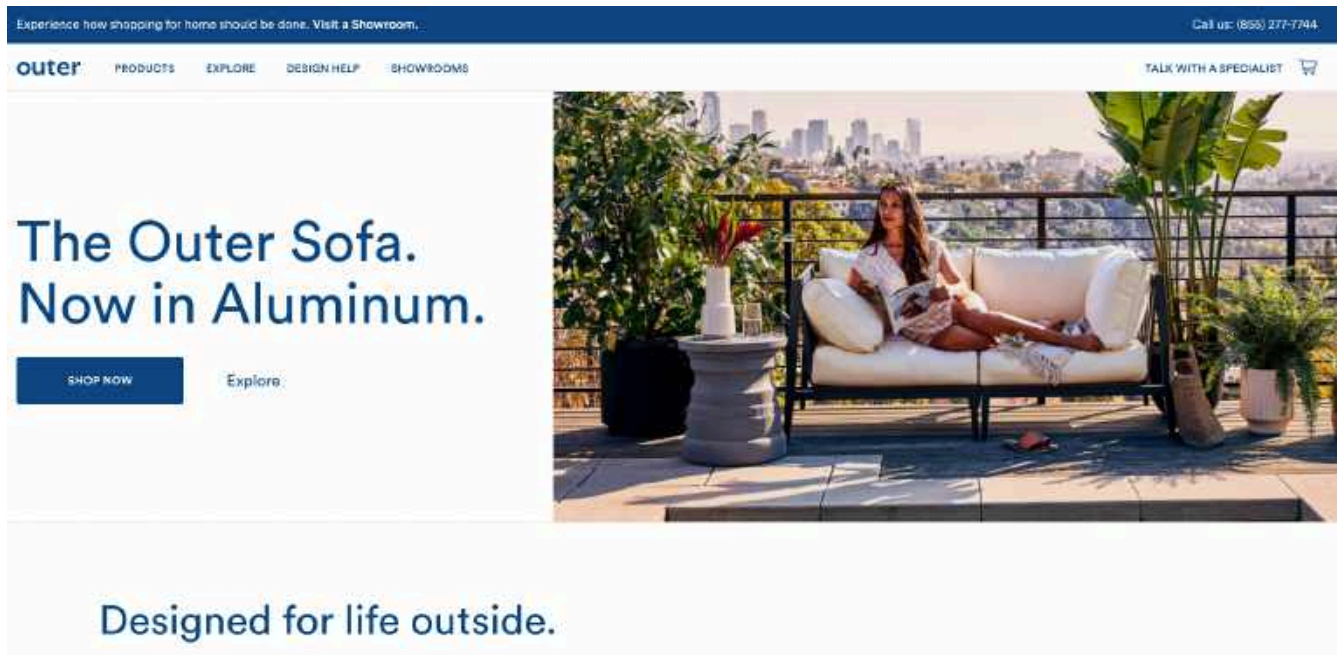


The second wave of players going Global leaned on Amazon to drive sales volumes and expand into new markets. By listing on a higher trust platform they were able to establish equity with customers. The best players from this phase have gone on to setup DTC Websites and standalone brands.



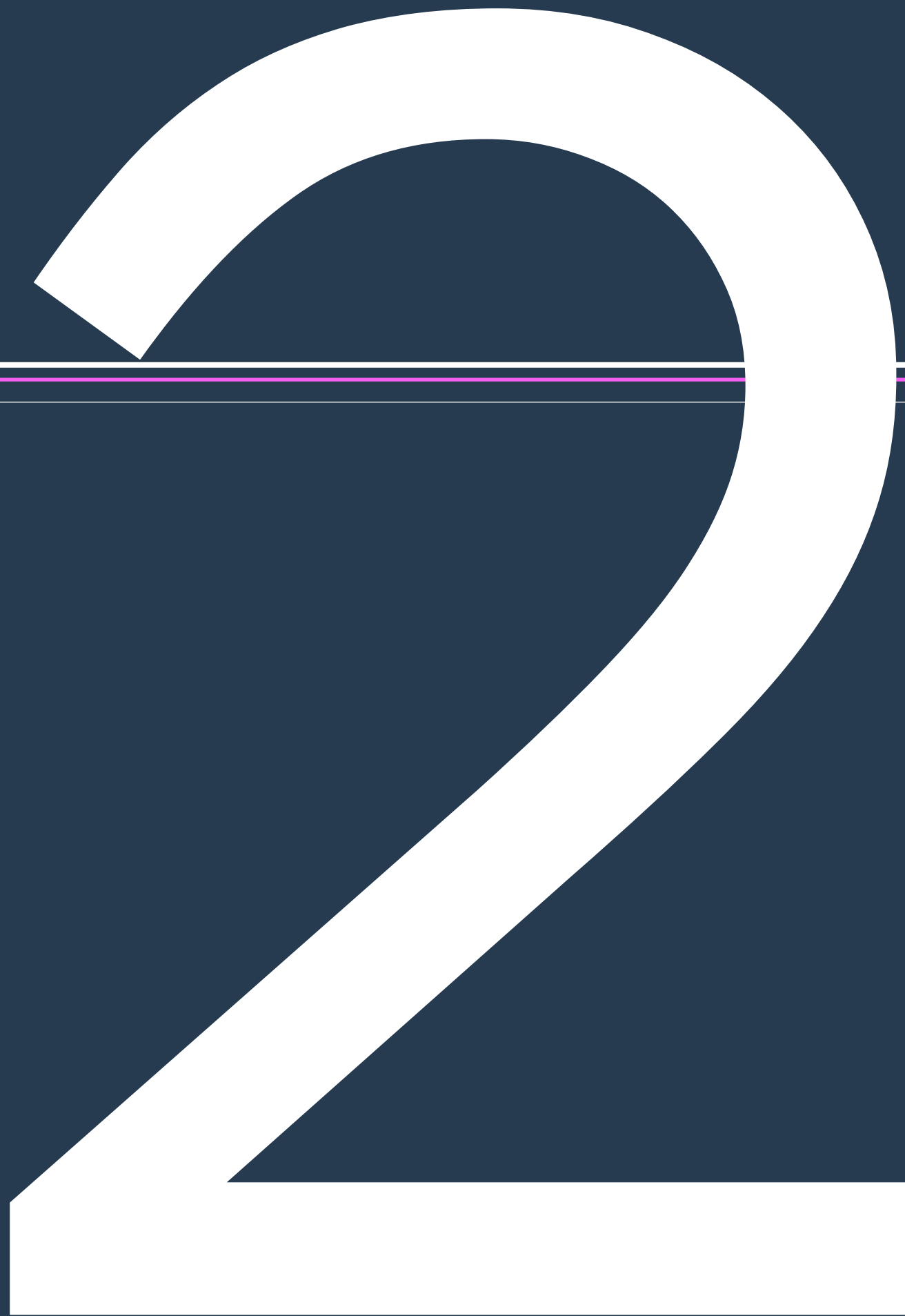
2020 - NOW

SOCIAL / BRAND



The latest cohort of outbound brands have gone straight to the market with DTC websites (think Shopify), robust social media advertising playbooks ...and much more coherent brand strategies. This cohort of brands has also had considerable support from VCs and have dramatically accelerated the job of scaling.





TOP 100 BRANDS

- 9 THE TOP 100
- 16 CATEGORIES, CHANNELS
- 18 LEARNINGS & INSIGHTS
- 30 CHALLENGES & CRITIQUES

The number of brands emerging onto the Global stage is impressive. Based on Totem's "Top 100 List" it is however, a case of quantity over quality. Once you look past the top players, it's still a weak cohort of brands venturing outbound.

The rise of new brands coming from China mirrors the C2M (Consumer to Manufacturer) trend playing out in China which has seen an array of OEM/ODMs transition from contract manufacturing to launching their own brands. Some of those C2M players have focused on domestic growth but, with competition in China at a fever pitch, a growing number of these C2Ms are also going global. These aspiring brands are appearing in rapid fashion on ecommerce platforms such as Amazon and AliExpress. On average, 75% of new sellers on Amazon originate from China.

Very few of these new enterprises are likely to become equitable brands, as they tend to favor a sales/trading ethos over customer trust, brand value and engagement/loyalty.

Of the Top 100, 58% of the brands on the list were specifically started for Global markets (42% started first in China).



THE TOP

100

METHODOLOGY

Our goal in building this list of “Top 100” brands from China, was to look at the consumer brands which are having the most impact directly with Global consumers - in terms of sales and (more importantly) in terms of brand/audience impact and potential. Therefore, we have prioritized social media presence and effectiveness, with score weightings which favor social media.

TOTAL SAMPLE SET

1

615

BRANDS

Industry reports, listings, leading brands by category.

Requirements for Consideration of Brands; (1)Headquartered in China, (2)Has a Website, Official Account on at least one major digital channel (eg. Amazon, Facebook...). (3) Is a consumer, retail brand.

Excluded from this list are: Media brands (eg. TikTok, Tencent); IT & game companies (eg. 37Games); and service companies (eg. Air China, Bank of China),

DIGITAL DATA AUDIT

2

213

BRANDS

Website, Social Media & Ecommerce Data, June 2021.

Ecommerce Sites: Amazon, AliExpress, Lazada, Shopee, Mercado Libre, Rakuten, Ebay, Jumia, DH Gate, Banggood, Ebay, and other online sales channels (Walmart etc)

Social Media: Facebook, Instagram, Youtube, Pinterest, Tiktok.

Web Traffic Data: Similar Web

FINAL RANKING

3

100

BRANDS

Brand Score = Web Traffic (40%) + Social Media (60%)

Social Media Weighting: Facebook (25%), Instagram (25%), Youtube (20%), TikTok (25%), Pinterest (5%).

Mass ecommerce platforms (eg. AliExpress) were removed from the final ranking of “Top 100” brands.

THE TOP 100

BY CATEGORY

Electronics are likely to emerge as the category where China is able to enjoy the greatest success internationally. The electronics category is one where Chinese brands are already strong domestically. They can leverage success at home, together proximity to manufacturing, to out-innovate and iterate more quickly than Global competitors. The same rationale could apply to auto, especially with EV's (where China is already a leader).

Other categories - which often rely on design, fashion and cultural norms - are harder to bridge into new markets. In order to succeed in categories like fashion and beauty, Chinese brands will have to invest much more into branding, content and creative (and do so locally, into specific regions/countries).



TOP 100 BRANDS

Chinese Brands Going Global

RANK 1-15

RANK	COMPANY	CATEGORY	PATHWAY	STARTED FOR	SCORE
1	Shein	Fashion & Apparel	Ecommerce Platform B	GLOBAL	173,424,946
2	Huawei	Electronics & Appliances	Leaders & Innovators A	CHINA	72,629,524
3	Xiaomi	Electronics & Appliances	Networkers A	CHINA	39,803,161
4	Lenovo	Electronics & Appliances	Networkers A (Acquirers)	CHINA	37,486,395
5	OnePlus	Electronics & Appliances	Networkers A	GLOBAL	35,232,877
6	MG Motors (SAIC)	Auto	Acquirers	GLOBAL	26,987,851
7	dji	Electronics & Appliances	Leaders & Innovators A (Acquirers)	CHINA	26,214,490
8	patpat	Mom & Baby	Ecommerce Platform B	GLOBAL	16,410,630
9	Tecno	Electronics & Appliances	Networkers A	GLOBAL	16,105,578
10	OPPO	Electronics & Appliances	Networkers A	CHINA	13,850,430
11	Vivo	Electronics & Appliances	Networkers A	CHINA	8,221,498
12	Anker	Electronics & Appliances	DTC Brands A	GLOBAL	7,026,302
13	HONOR	Electronics & Appliances	Networkers A	CHINA	5,109,077
14	Zaful	Fashion & Apparel	Ecommerce Platform B	GLOBAL	4,019,347
15	Infinix	Electronics & Appliances	DTC Brands B	GLOBAL	3,967,211

TOP 100 BRANDS

Chinese Brands Going Global

RANK 16 - 59

RANK	COMPANY	CATEGORY	PATHWAY	STARTED FOR	SCORE
16	Midea	Electronics & Appliances	Networkers A	CHINA	3,829,673
17	JJ's house	Fashion & Apparel	Ecommerce Platform B	GLOBAL	3,829,022
18	CUPSHE	Fashion & Apparel	Ecommerce Platform B	GLOBAL	2,400,392
19	Ecovacs	Electronics & Appliances	DTC Brands A	CHINA	2,080,712
20	Haier	Electronics & Appliances	Networkers A (Acquirers)	CHINA	1,981,419
21	Mobvoi	Electronics & Appliances	DTC Brands B	GLOBAL	1,587,748
22	Blackview	Electronics & Appliances	DTC Brands B	GLOBAL	1,505,602
23	Strawberrynet	Beauty & Cosmetics	Ecommerce Platform B	GLOBAL	1,440,830
24	TCL	Electronics & Appliances	Networkers A	CHINA	1,435,535
25	Unice	Fashion & Apparel	DTC Brands B	GLOBAL	1,380,703
26	Pocophone	Electronics & Appliances	Networkers A	GLOBAL	1,282,630
27	Wuling	Auto	Networkers B	CHINA	1,237,184
28	iLife	Home & Kitchen	DTC Brands A	GLOBAL	1,099,069
29	amazfit	Electronics & Appliances	DTC Brands A	GLOBAL	1,067,200
30	Aosom	Home & Kitchen	Ecommerce Platform B	GLOBAL	1,064,184
31	ZTE	Electronics & Appliances	Networkers A	CHINA	1,046,611
32	Lilysilk	Fashion & Apparel	DTC Brands A	GLOBAL	919,734
33	Doogee	Electronics & Appliances	DTC Brands B	GLOBAL	746,776
34	Tuya	Electronics & Appliances	Leaders & Innovators A	GLOBAL	732,605
35	Meizu	Electronics & Appliances	Networkers A	CHINA	715,659
36	Moutai	Food & Beverage	Leaders & Innovators A	CHINA	620,153
37	NIO	Auto	Networkers B	CHINA	583,872

RANK	COMPANY	CATEGORY	PATHWAY	STARTED FOR	SCORE
38	Ever Pretty	Fashion & Apparel	Ecommerce Platform B	GLOBAL	580,294
39	Kastking	Fitness & Sports	DTC Brands A	GLOBAL	542,352
40	BYD	Auto	Networkers B	CHINA	532,982
41	Tsingtao	Food & Beverage	Leaders & Innovators A	CHINA	463,978
42	Gamesir	Electronics & Appliances	DTC Brands A	CHINA	459,416
43	Snapmaker	Electronics & Appliances	DTC Brands B	GLOBAL	438,404
44	Ugreen	Electronics & Appliances	DTC Brands B	CHINA	411,623
45	Deconovo	Home & Kitchen	Ecommerce Platform B	GLOBAL	378,392
46	Chery	Auto	Networkers B	CHINA	361,199
47	Coolpad	Electronics & Appliances	Networkers A	GLOBAL	354,717
48	Soulfeel	Fashion & Apparel	Ecommerce Platform B	GLOBAL	330,229
49	GIMI	Electronics & Appliances	DTC Brands A	CHINA	308,139
50	Lee Kum Kee	Food & Beverage	Leaders & Innovators A	CHINA	283,037
51	Sungrow Power	Electronics & Appliances	Networkers A	GLOBAL	274,326
52	Leagoo	Electronics & Appliances	DTC Brands B	GLOBAL	266,853
53	Bellelily	Fashion & Apparel	Ecommerce Platform B	GLOBAL	265,853
54	Flexispot	Home & Kitchen	DTC Brands A	GLOBAL	257,540
55	Baseus	Electronics & Appliances	DTC Brands A	CHINA	257,263
56	Anta	Fashion & Apparel	DTC Brands C	CHINA	249,497
57	Chow Tai Fook	Fashion & Apparel	Leaders & Innovators A	CHINA	245,833
58	Niu Mobility	Auto	Networkers B	CHINA	240,153
59	Aukey	Electronics & Appliances	DTC Brands A	GLOBAL	234,760

TOP 100 BRANDS

Chinese Brands Going Global

RANK 60 - 100

RANK	COMPANY	CATEGORY	PATHWAY	STARTED FOR	SCORE
60	Geely Auto	Auto	Acquirers (Networkers B)	CHINA	229,905
61	Hisense	Electronics & Appliances	Networkers A	CHINA	218,457
62	Perfect Diary	Beauty & Cosmetics	Acquirers	CHINA	212,357
63	Docolor	Beauty & Cosmetics	DTC Brands A	GLOBAL	206,684
64	QCY	Electronics & Appliances	DTC Brands B	GLOBAL	206,348
65	Nubia	Electronics & Appliances	Networkers A	GLOBAL	196,067
66	Songmics	Home & Kitchen	DTC Brands B	GLOBAL	191,362
67	Naturehike	Fitness & Sports	DTC Brands A	GLOBAL	184,135
68	JAC Motors	Auto	Networkers B	CHINA	182,109
69	Haval	Auto	Networkers B	CHINA	174,909
70	Orico	Electronics & Appliances	Networkers A	GLOBAL	172,736
71	Great Wall Motors	Auto	Networkers B	CHINA	167,241
72	Choices	Fashion & Apparel	Ecommerce Platform B	GLOBAL	162,964
73	Outer	Home & Kitchen	DTC Brands A	GLOBAL	162,388
74	YI	Electronics & Appliances	DTC Brands A	GLOBAL	158,572
75	GACMotor	Auto	Networkers B	CHINA	151,590
76	Imore	Electronics & Appliances	DTC Brands A	CHINA	151,178
77	Bedsure	Home & Kitchen	DTC Brands A	GLOBAL	150,074
78	DokiDoki	Fashion & Apparel	DTC Brands B	GLOBAL	147,273
79	ANNKE	Electronics & Appliances	DTC Brands A	GLOBAL	146,095
80	Crazybaby	Electronics & Appliances	DTC Brands B	GLOBAL	146,024

RANK	COMPANY	CATEGORY	PATHWAY	STARTED FOR	SCORE
81	akaso	Electronics & Appliances	DTC Brands A	GLOBAL	139,380
82	Nillkin	Electronics & Appliances	DTC Brands A	GLOBAL	139,005
83	Babes	Fashion & Apparel	Ecommerce Platform B	GLOBAL	136,441
84	Soundpeats	Electronics & Appliances	DTC Brands A	GLOBAL	133,619
85	SJCAM	Electronics & Appliances	DTC Brands A	GLOBAL	131,061
86	VAVA	Electronics & Appliances	DTC Brands A	CHINA	126,325
87	Kiddie Zoom	Mom & Baby	DTC Brands B	GLOBAL	124,658
88	Trina Solar	Home & Kitchen	Networkers A	GLOBAL	124,359
89	Vankyo	Electronics & Appliances	DTC Brands A	GLOBAL	119,243
90	Xtep	Fashion & Apparel	DTC Brands A	CHINA	117,706
91	Haylou	Electronics & Appliances	DTC Brands C	CHINA	108,785
92	NEIWAI	Fashion & Apparel	Leaders & Innovators B	CHINA	98,340
93	Cosme-de.com	Beauty & Cosmetics	Ecommerce Platform B	GLOBAL	98,252
94	KONKA	Electronics & Appliances	Networkers A	CHINA	97,657
95	LEMFO	Electronics & Appliances	DTC Brands B	GLOBAL	95,825
96	Xpeng	Auto	Networkers B	CHINA	90,234
97	SheGlam	Beauty & Cosmetics	DTC Brands A	GLOBAL	88,440
98	Gtracing	Home & Kitchen	DTC Brands A	GLOBAL	87,999
99	Skyworth	Electronics & Appliances	Networkers A	CHINA	86,257
100	Bosideng	Fashion & Apparel	Leaders & Innovators B	CHINA	76,069

ECOMMERCE FOOTPRINT

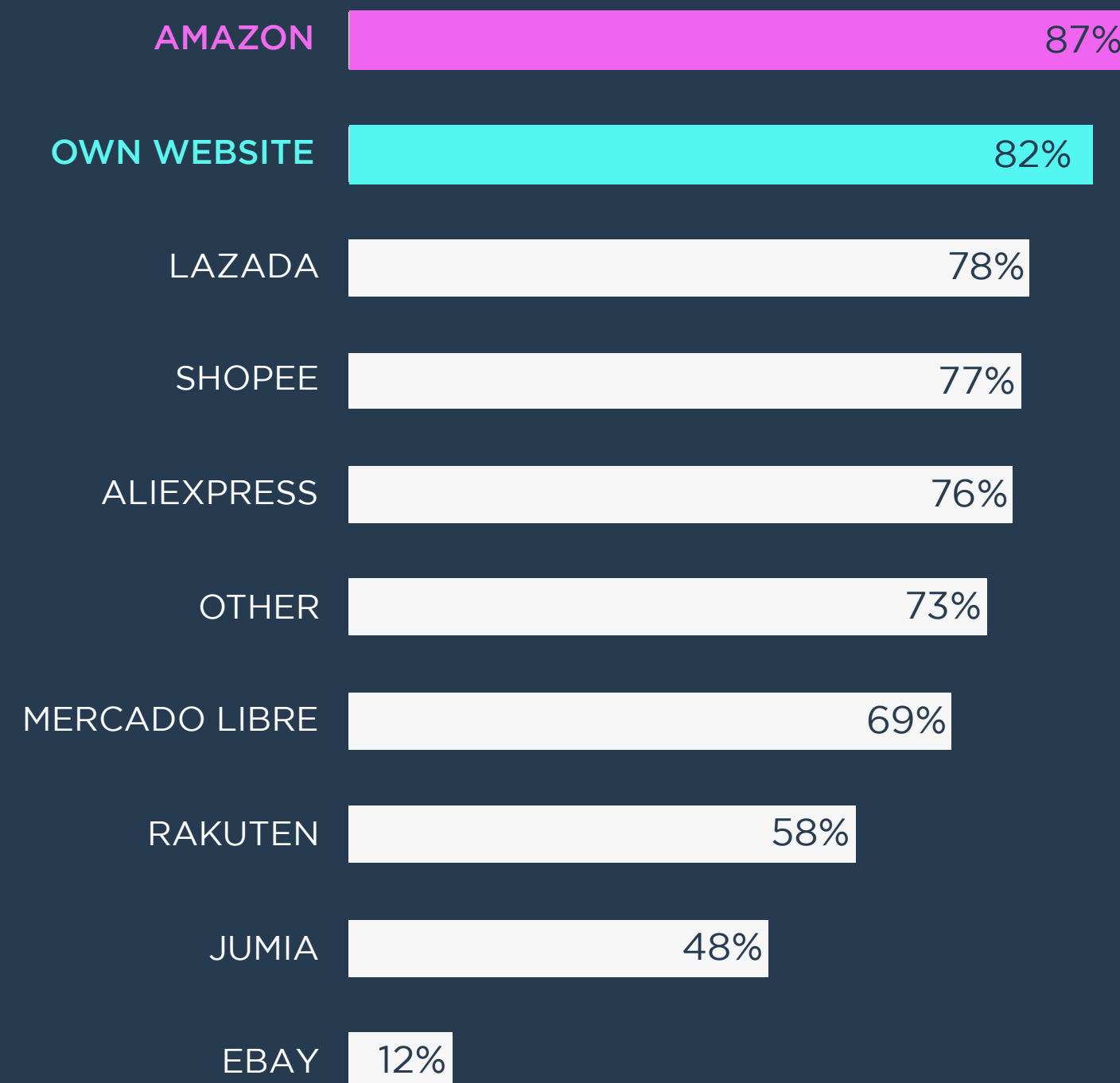
Chinese brands prioritize ecommerce and expansion of sales over branding activities.

Most brands are selling products on five or more ecommerce sites - either through own accounts or (more often) through distributors.

While all of companies have branded Websites, the vast majority of sales are moving through ecommerce sites - namely Amazon and AliExpress.

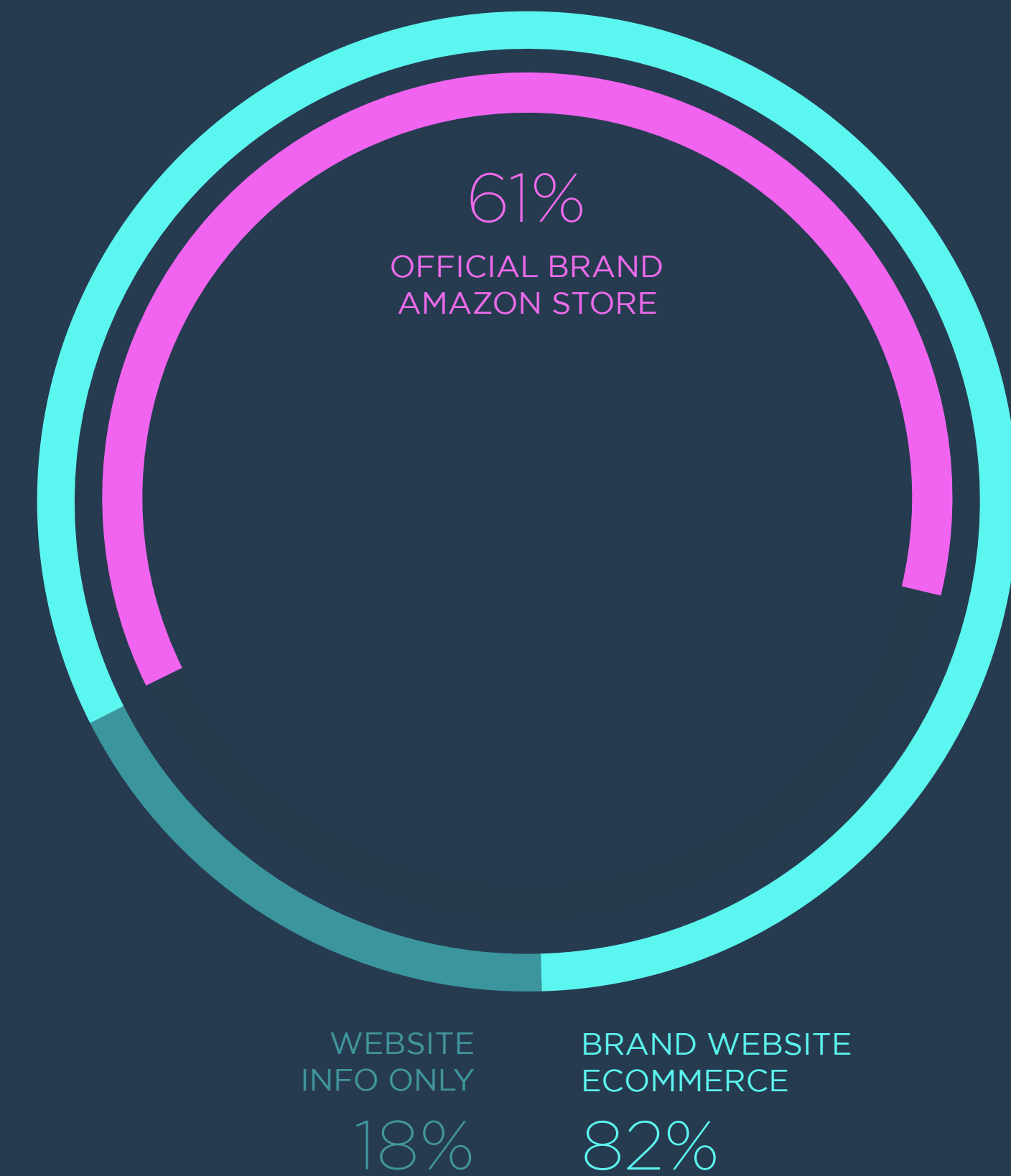
BRANDS PER SALES CHANNELS

Percentage of Brands Sold, By Channel



AMAZON VS OWN WEBSITE

Percentage of Brands with Official Sites



SOCIAL MEDIA ...MEH

Social media plays second fiddle to ecommerce investments by Chinese brands.

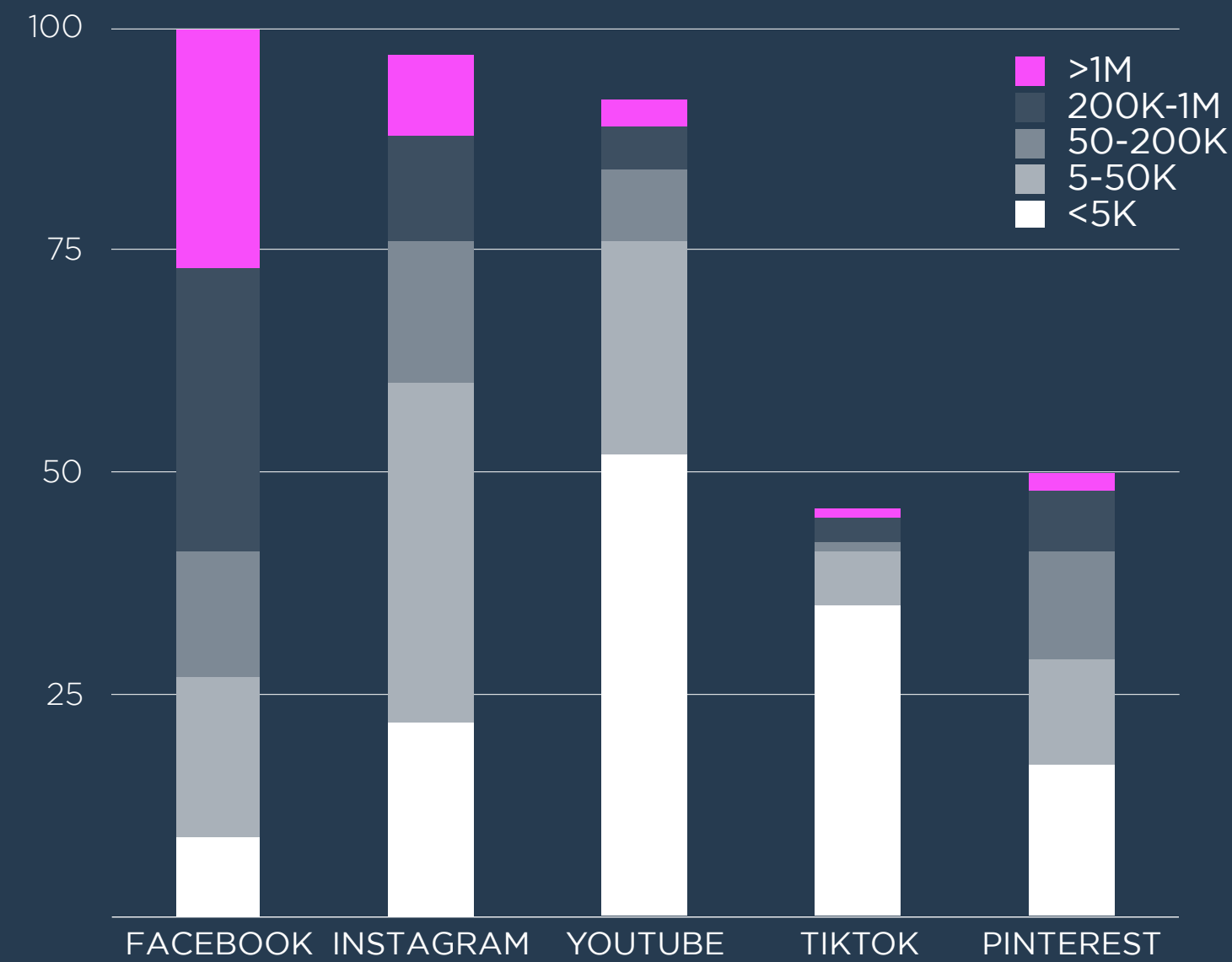
While most brands have official accounts on three or more channels, social is employed more to support performance, digital ads (CPC), than building customer affinity.

With the focus being squarely on advertising, brand content and organic growth are under-served. Most brands have relatively few followers and very low engagement rates.

By comparison to Totem's ranking of "Top 100 Global DTC" brands, Chinese brands are way behind in social engagement and sentiment. The average engagement for Global DTC brands is 2.4 x greater than the average of the Top 100 Outbound Chinese brands.

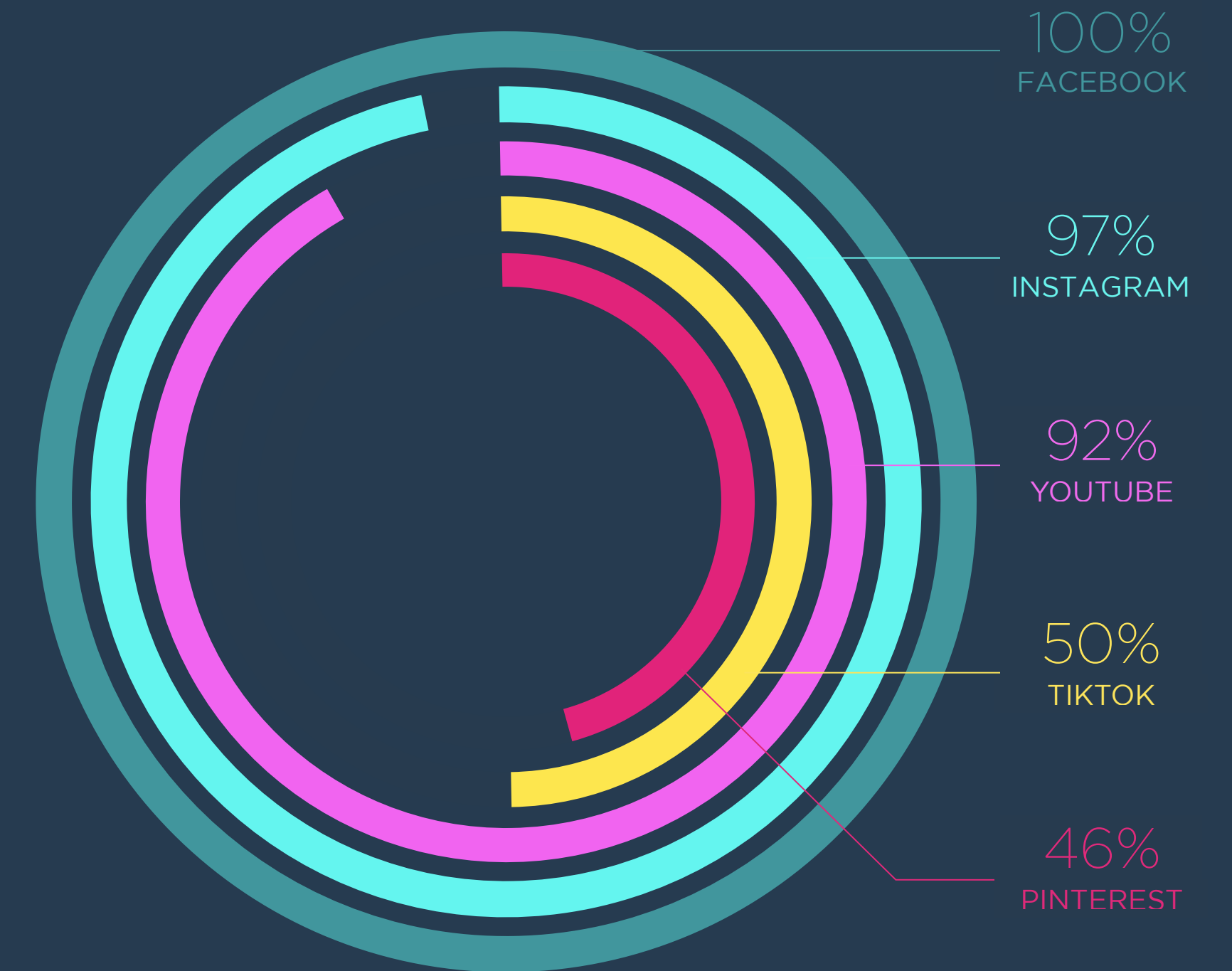
BRAND FOLLOWERS BY CHANNEL

Percentage of Brands, by Follower Tier



BRANDS PER SOCIAL CHANNEL

Number of Brands with Official Accounts



LEARNINGS & INSIGHTS

10 LEARNINGS & INSIGHTS

Based on the analysis of our Top 100 brands, we found 10 perspectives that define the situation with China's outbound brand movement.

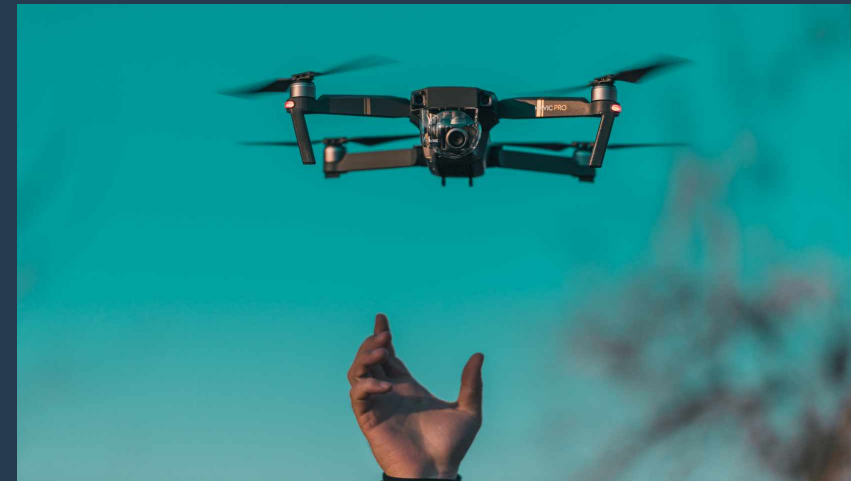
1. SIGNALING AMBITIONS



2. VALUE & VARIETY



3. BRAND SHORTFALL



4. CHINA STIGMA?



5. EMERGING MARKETS



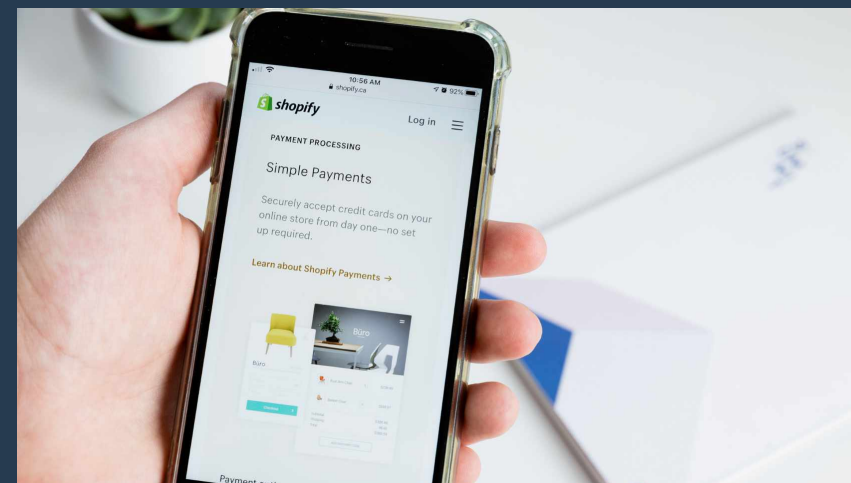
6. EU > US



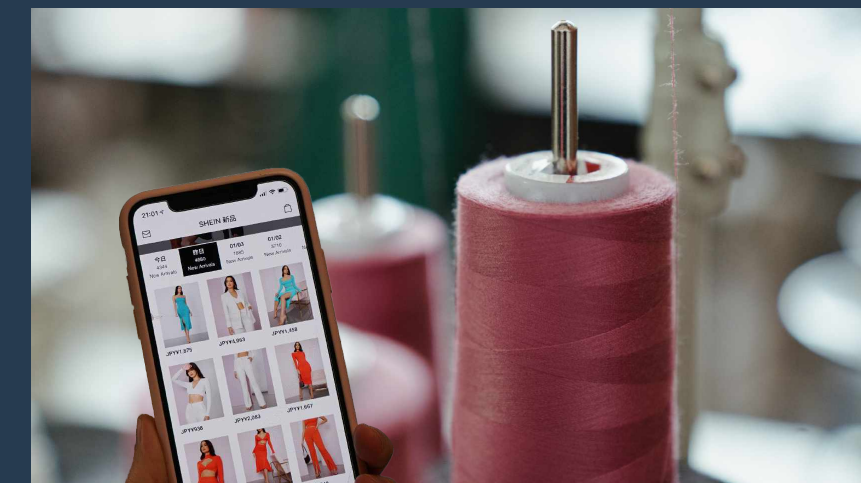
7. TRADITIONAL ENOUGH?



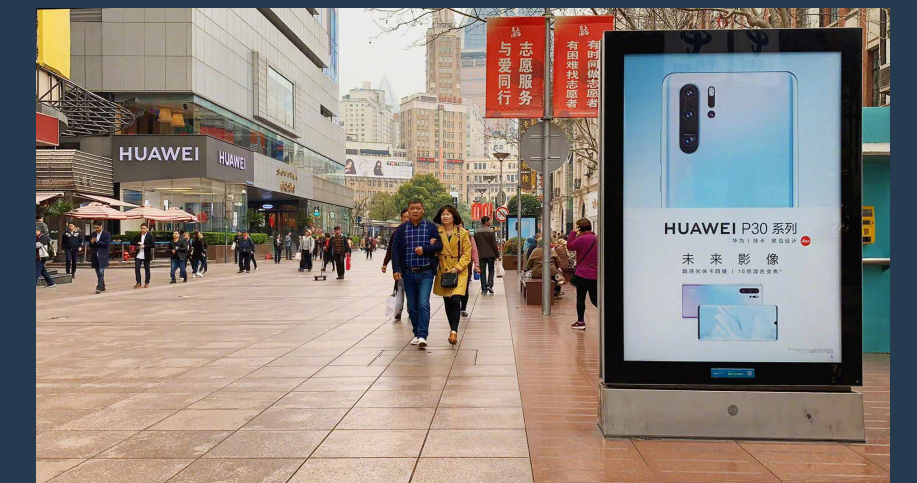
8. DTC ISN'T IN THE DNA



9. THE SHEIN MODEL



10. WINNING AT HOME



1. SIGNALING AMBITIONS

Over the past several years, Chinese brands have become increasingly visible on the World stage. Large sporting events such as UEFA's Euro 2021, Australian Open Tennis, Wimbledon and a host of others have been plastered with ads from Chinese brands. Sports leagues and clubs around the World have also seen a sharp rise in Chinese sponsors.

While many of these sponsorships and ads are targeting domestic audiences in China, they also serve as symbols for China's global brand ambitions.

While these big budget, high-profile efforts are impressive, they are in many ways premature vanity projects for brands which have not yet built any real market momentum. The hope is that these efforts are fast-tracks to brand equity.

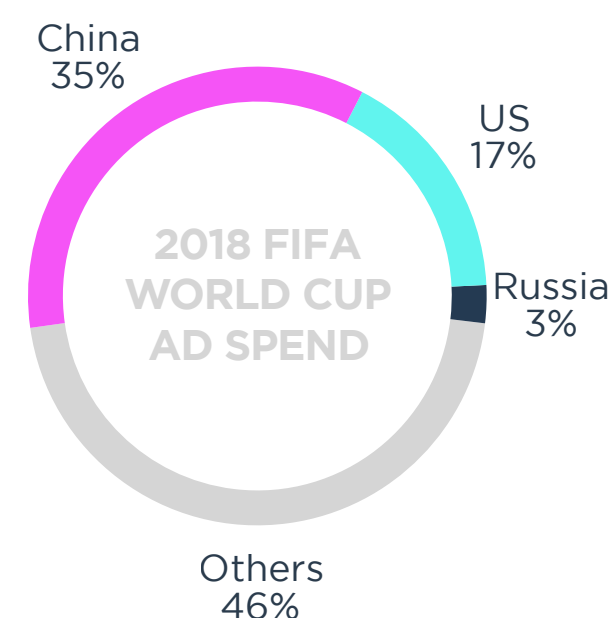
Fully one-third of the sponsors at the recent Euro 2020 event were Chinese brands. Some of the more notable international sponsorships by Chinese brands, in recent years include:

Euro 2020 (Hisense, Vivo, Alipay and ByteDance),

Football Team Sponsors OPPO (FC Barcelona), Sunning (Inter Milan), BYD (Arsenal),

FIFA 2018 (Wanda, Hisense, Mengniu Milk, VIVO, Yadi, and Luci),

Australian Open Tennis (Guojiao 1573 and Ganten Water)



Reference: Qianzhan Research



Chinese liquor brand Guojiao 1573 has a five year deal with the Australian Open Tennis tournament, as one of three associate sponsors, together with ANZ Bank and Rolex. As part of the deal, Court 2 of Melbourne Park has been renamed as the "1573 Arena"

2. VALUE & VARIETY

The story of Chinese brand expansion internationally (in large part) goes back to 2006 and the Global Financial Crisis. The resulting downshift of spending power by mature markets opened the door to the first wave of “dollar store” ecommerce platforms from China (DH Gate, LightInTheBox...).

During the same time period, Chinese OEM/ODMs started ramping up efforts to build their own brands - replacing lost orders from overseas clients. DHGate, Aliexpress and others provided initial access to overseas markets AND affordable ads on Google, Facebook served as a path to scale.

With a Global economy that continues to sag, Chinese brands have been able to make further gains - offering up an array of value-driven (cheap) products. Where Global brands may take months or years to bring a single new product to market (doing testing, diligence and meeting local standards & regulations), Chinese brands have a steady flow of new products being released on a monthly (if not weekly) basis.

Value and variety are hallmarks of virtually all Chinese brands - with Shein being probably the most notable for building an advantage with it's volume of new product releases.



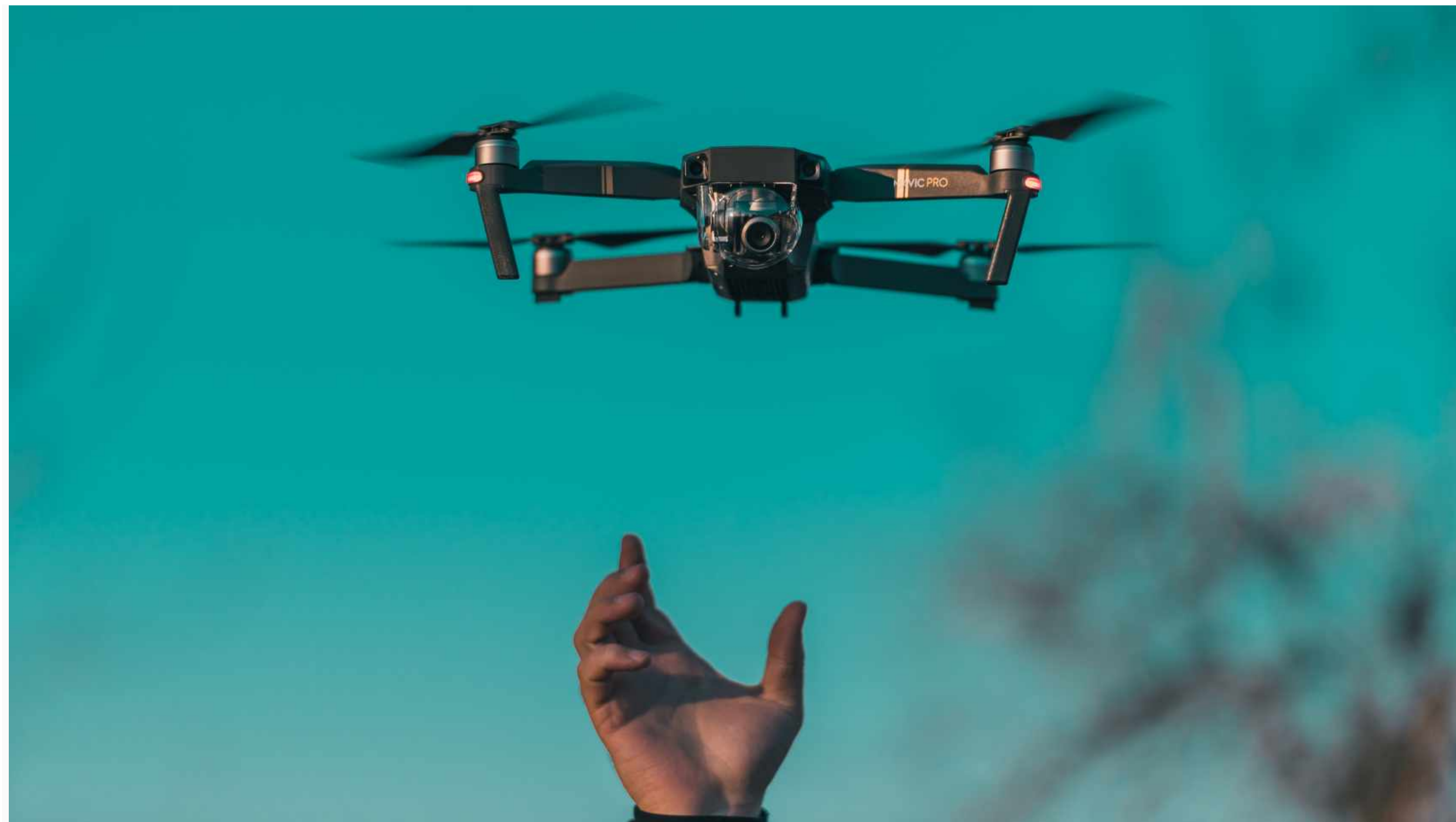
Amazfit is a leader in smart watches and related mobile, smart accessories (eg. headphones). It leverages its advantages in offering; (1)lower prices than leading brands (eg. Samsung, Apple) and, (2)much wider product selection (more designs & customizations).

3. BRAND SHORTFALL

Most Chinese brands still lean too heavily on pricing advantages. And, in some cases, despite having products that are more 'feature rich' they often do not engender brand loyalty and cannot command 'brand premiums' in pricing. Weak loyalty and low repeat purchase rates mean that there is an incredible focus on constant acquisition tactics (with extremely high churn).

Just as Global MNCs have struggled with adapting and localizing in China, so too will Chinese brands be challenged to build genuine engagement in Global markets. Building a brand is about; (1)being distinct/memorable, (2)maintaining awareness and (3)fostering emotional connections, and (4)building a level of trust (equity) with customers so that repeat purchase and word-of-mouth grow (and new acquisition costs can be dialled back).

While a growing share of brands from China now have top quality products, there is still work to be done in creating distinctiveness and in building unique, locally relevant emotional connections. The really tough part of globalizing a brand is in localizing concurrently into multiple countries and regions.



DJI is an exemplar among Chinese companies when it comes to brand equity and the price premiums that can come from having a leadership position. DJI has a share of more than 70% of the Global, consumer drone market. No other company in the category have more than 5%.

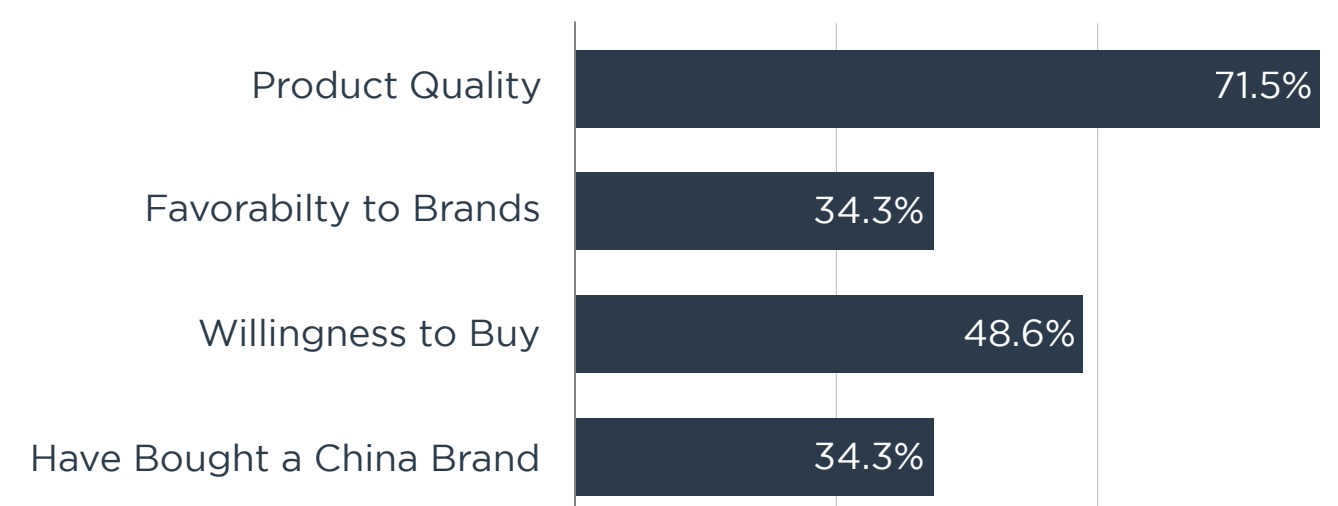
4. CHINA STIGMA?

Chinese brands have faced real headwinds internationally. 10 years ago they battled the perception that Chinese made products were cheap and low quality. More recently, they have faced geo-political challenges and threats of protectionism - with tariffs and sour media coverage being blunt obstacles in some markets like the US.

Most international customer surveys show that China made products are now perceived as being high-quality and innovative. So, the challenge now is largely about overcoming the stigma related to “Brand China.” In response, many China brands hide their country of origin.

Chinese producers clearly have the ‘hard skills’ to succeed. It’s the ‘soft skills’ that they need to focus on while internationalizing. In order to overcome negative sentiment, they will need to have robust, empathetic branding strategies - creating a level of affinity and trust that allows them (as individual brands) to make up for the sentiment deficit left by a weak national “Brand China.”

GLOBAL CONSUMER VIEW ON CHINESE BRANDS



Based on Totem’s survey of consumers in seven markets globally, average favourability and willingness to buy, for Chinese brands was low, despite the perception of quality and innovation being relatively high.

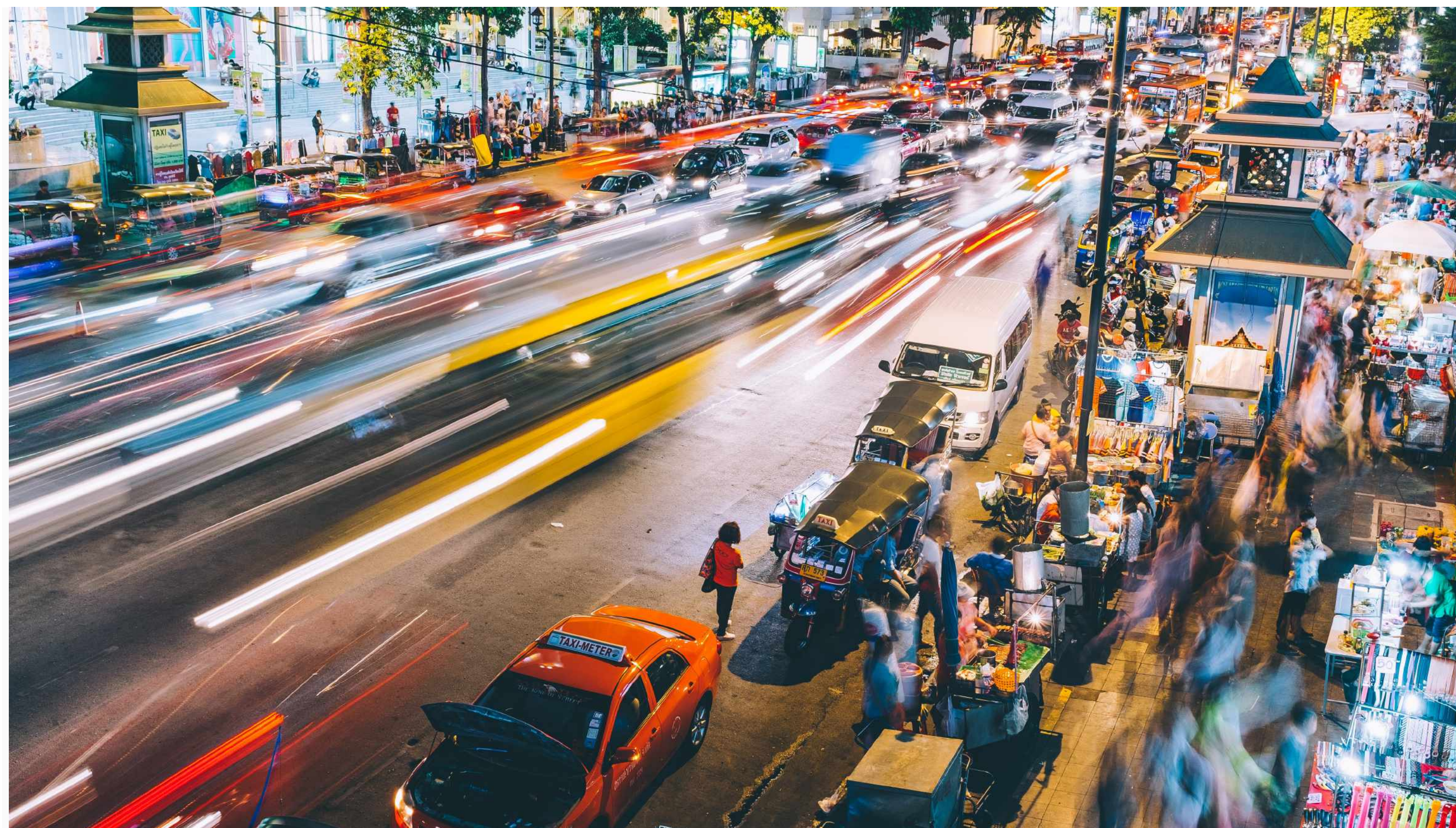
5. EMERGING MARKETS

Until now, Chinese brands have been more focused on conquering mature markets, than on fuelling growth into developing regions. For example, our data show that more than 68% of Chinese brands are present (online) in North America - with only 13.3% of brands online in South America, and only 12.4% in Africa.

While mature markets may be the ultimate goal, emerging markets hold more potential for many Chinese brands. In addition to political barriers, mature markets (US/EU) are also highly regulated, costly and competitive ...and more likely to have customers who prioritize brand quality over price. Emerging markets by contrast have fewer barriers, with a customer base who are hungry for new products and brands (especially at prices they can afford).

Chinese brands have a keen understanding for the value equation of customers in emerging markets. It's the same equation that they have optimized for (at home), in China, where customers are willing to compromise 20-40% in quality for prices which are 60-80% lower (when compared with the top offerings in a category).

Consumer value equations in mature markets have also changed and continue to shift in favor of Chinese brands (80% quality for 40-60% of the price). So, while mature brands might maintain the 'luxury' portion of any category, it seems as though Chinese brands (or those like them) could occupy the bulk of sales - in mature markets and emerging markets alike.



Emerging markets have more in common with China (and Chinese brands) than they do with brands from mature markets. Chinese brands have a major advantage in emerging markets, where the majority of consumers may not want to pay the premiums that come with buying mature-market brands.

6. EUROPE OVER THE US

Europe has become much more hospitable for Chinese brands than the US. While the US might have been an early target for expansion, it is Europe that now is a priority for brands targeting developed target markets. Trump poured cold water on the prospects for Chinese brands in the US, with the tariffs imposed being largely upheld during the current administration.

This trend toward prioritizing Europe over the US is most evident in the two most high-profile categories for Chinese brand expansion - Auto and Electronics. Where Chinese auto and mobile phone brands are moving swiftly to grow in Europe, they are stalled with similar efforts in the US.

Europe also (generally) has fewer brands (per category) and higher prices (than the US), making it easier for new brands to gain traction.



Will China's 'Belt & Road' initiatives stimulate the re-emergence of a Silk Road and restore more natural trade connections between Europe and Asia?

7. TRADITIONAL ENOUGH?

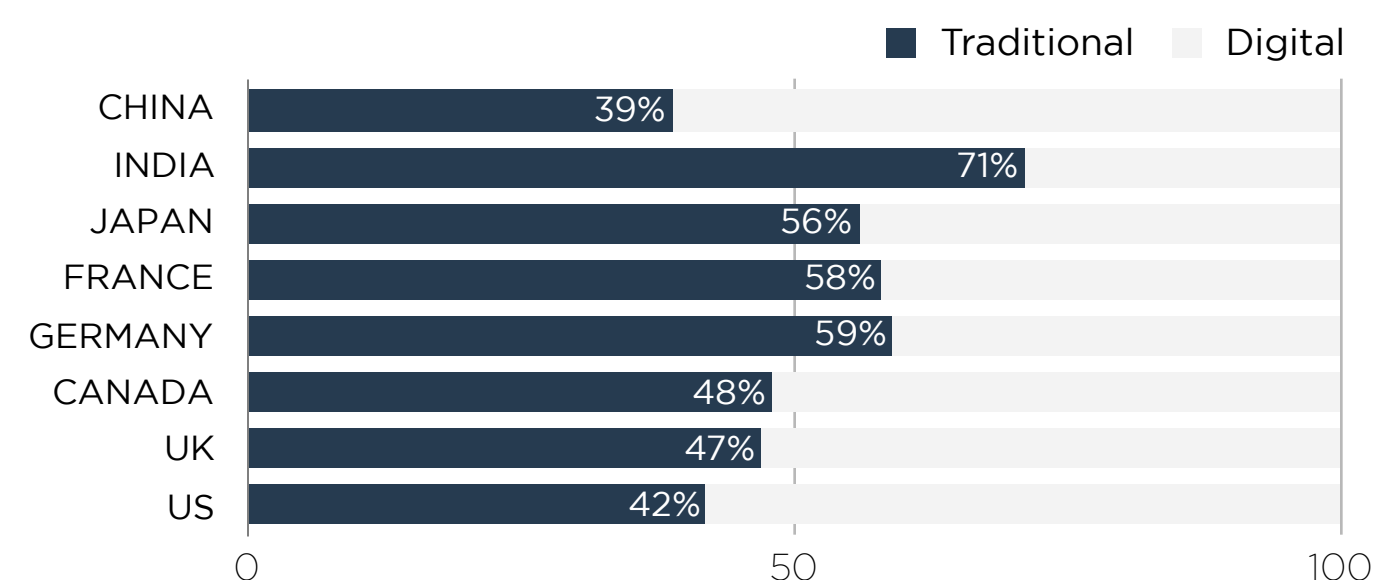
Chinese brands will need to add traditional media to their marketing repertoire as they expand into new markets globally.

During the past 20 years, China bypassed traditional forms of advertising (TV, print, radio...) and went all-in with digital. Chinese brands that have emerged in this environment have mastered the use of; livestreaming, social-commerce, mobile messaging, AR/VR and omni-channel customer engagement.

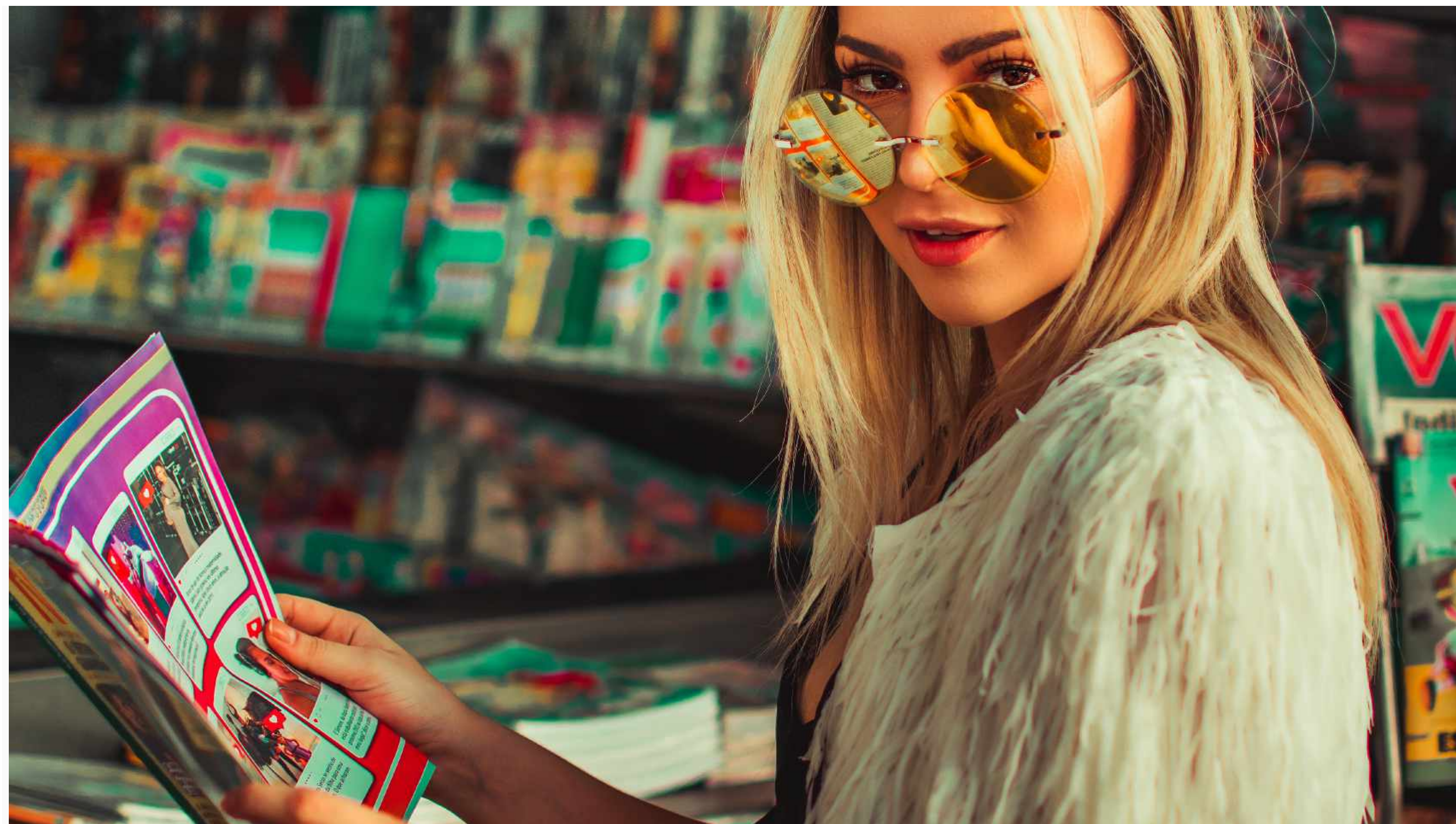
China brands going Global are almost completely reliant on digital ads. China is the #2 advertising market for Facebook (*China is also #3 for Twitter*). Chinese brands (and aspiring brands) have made incredible gains with performance digital (cost-per-click, cost-per-acquisition ads).

As Chinese brands move forward internationally, they will have to find a way to blend; (1)performance digital ads, with (2)advanced digital tactics (like live-streaming and social-commerce), and (3)traditional media channels.

PERCENT OF TIME SPENT ON TRADITIONAL VS DIGITAL MEDIA



Source: eMarketer, Apr 2021



Traditional media are still an important part of the media mix globally. While print is all-but-dead in China, more than 40% of adults use print for daily news in Sweden, Germany and other areas of Europe.

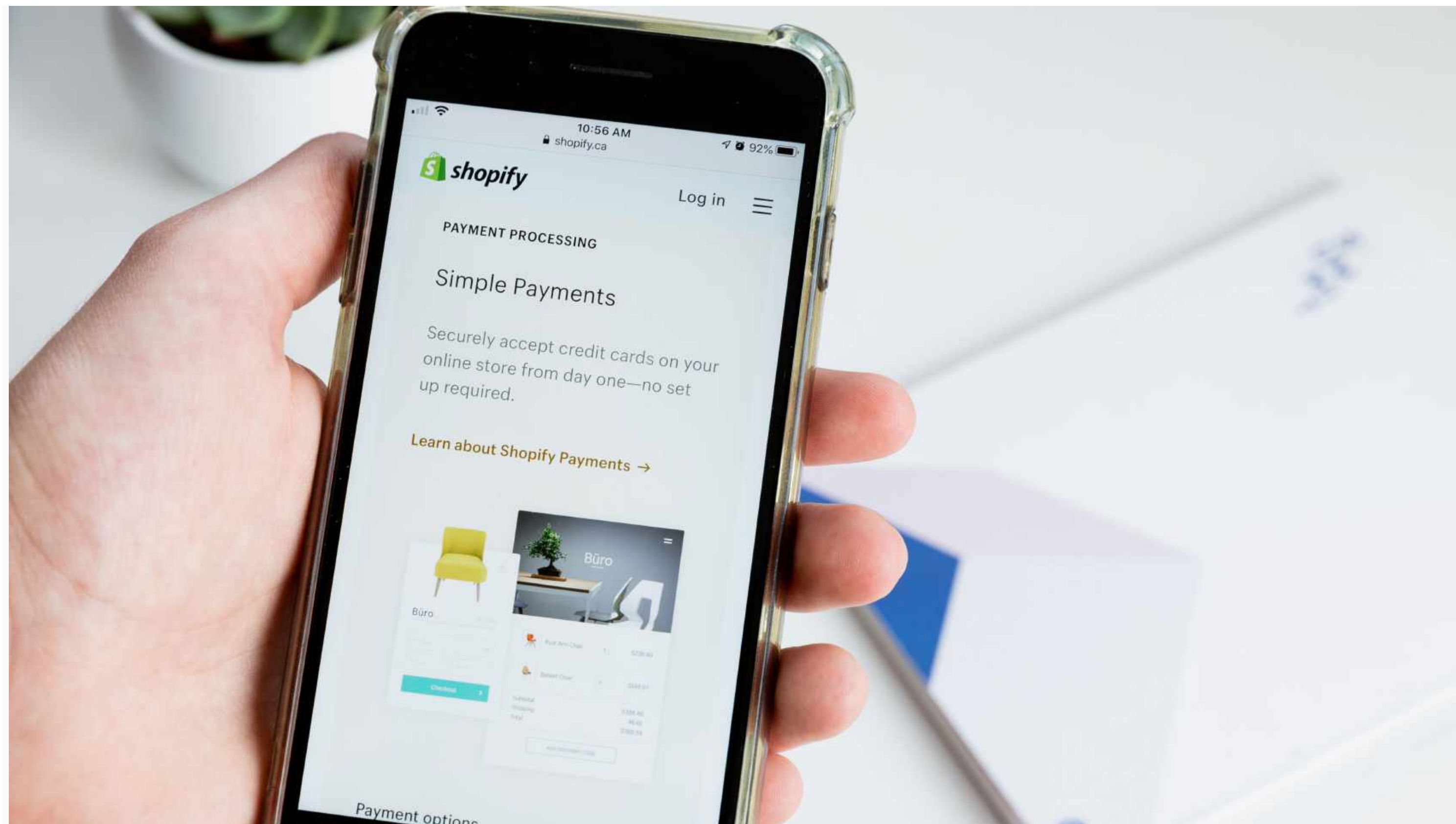
8. DTC ISN'T IN THE DNA

Less than 5% of ecommerce sales in China take place through brand “owned” channels (Websites), with the vast majority of sales being funneled through platforms like Tmall and JD.com.

For Chinese brands going Global, there are biases which stem from the unique ecommerce landscape in China. Chinese brands favor distributors and resellers over going “direct.” And while there are impressive exceptions, such as Shein, most brands still prefer Amazon over “owned” Websites for online sales.

TikTok might present Chinese brands with a familiar channel to become more “direct.” As TikTok expands its ecommerce offerings further (and bolsters integrations with Shopify, etc), this channel may become more attractive to PRC brands.

Also look for Chinese brands overseas to leverage their expertise with social CRM and live-streaming to become more DTC.



China's leading outbound brands are more DTC (direct) and use their own Websites as-much-or-more-than third-party ecommerce platforms. Of the top 100 brands, 84% have owned Websites versus fewer than 40% for the next 100 brands.

9. THE SHEIN MODEL

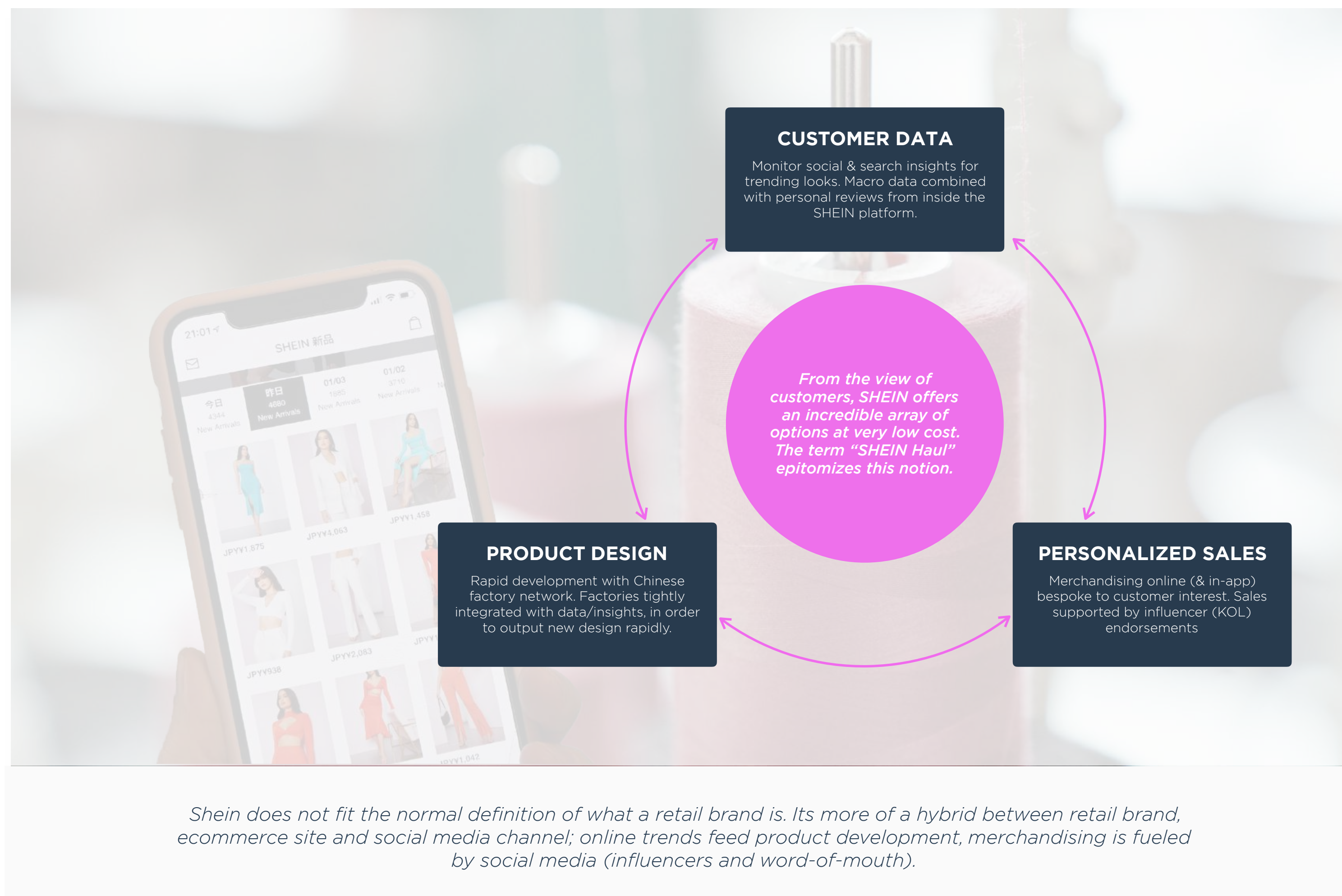
Shein provides a great model for how Chinese brands can/should organize for success. At first glance, Shein looks like another “Global Dollar Store” (eg. DH Gate, AliExpress), but its much more.

While it sells an incredible array of products (on the cheap), it has a model for success which is much more strategic, with the following attributes;

1. It has focused on a specific category (fashion) and an well-defined audience group (young women)
2. It has a clear, consistent brand identity and curates products and visuals to support brand equity. In doing so, they have created stickiness for a community
3. It has a robust system for collecting market data on trends (per region) and matches this data with first-person data, from its users (in its web and mobile shops)
4. It takes that data and puts it into action, rapidly developing and merchandising new products, using its pre-qualified factories to create looks that match the trend accurately

By exercising focus, Shein has built real value for a really important consumer group. By contrast, players like LightintheBox tried to be everything, to everyone ...and still struggle with massive issues of trust and churn.

Perfect Diary and Genki Forest are two additional examples for the power of linking data/insights to rapid product development ... Perfect Diary launches 5-6 new SKU's per month. Genki Forest develops new products at 2x its traditional competitors.



10. WINNING AT HOME FIRST

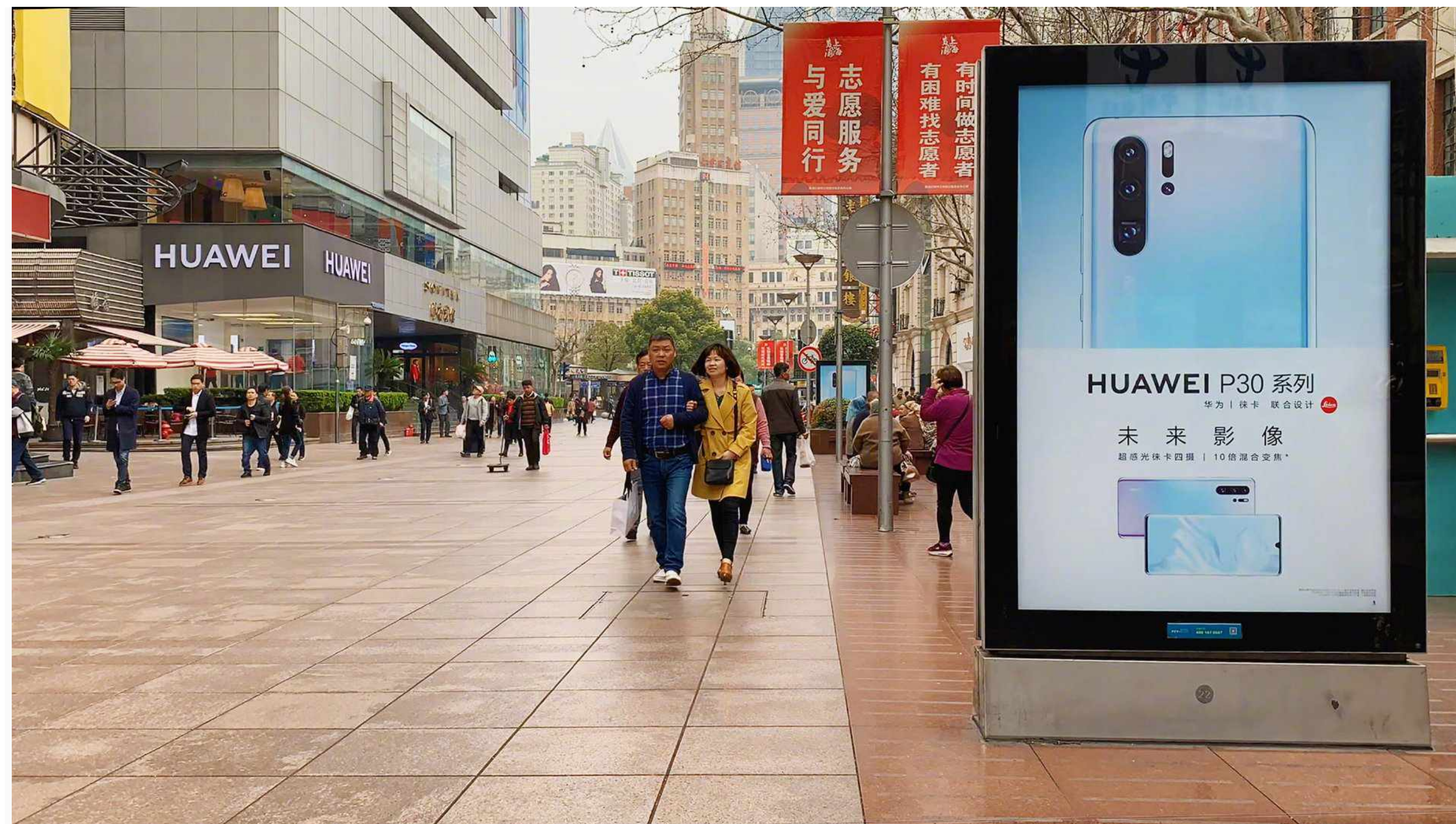
Brands that can win in China, should be able to win globally. Brands which have developed models for growth in China first, have much better prospects to succeed when they go global. These champions of China have two advantages:

1. They have gone thru steep learning curves in terms of how to create brand equity (and have a marketing toolkit which is not limited to sales traction)
2. They have the budgets to invest in brand growth globally (where costs for winning share from existing MNCs will be very high)

Want to understand where the champions of China are coming from? Look at the categories in China, where Chinese brands lead over Global brands.

In categories such as mobile phones, Chinese brands have an overwhelming share of the market. Apple and Samsung have less than 25% of the market combined, with the other 75% being held by Chinese brands.

Key players Huawei, Vivo and Oppo, have developed keen marketing skillsets in China, and have playbooks for rapid growth (potentially with greater ease than at home). While it's still early days, many of these players already make more than 50% of their revenue from overseas.



With a more than 40% share of China's domestic mobile phone category, Huawei almost has to go Global to continue growing.

KEY CHALLENGES & CRITIQUES

Chinese brands face stiff tests in finding Global success

FINANCIAL

Sponsorships of the World's biggest events - by Chinese brands - are likely to increase further, even if they are more about ambition than real traction. While these high visibility sponsorships may not be ROI positive, they yield the brand a good deal of "face" - and personal reward for management. To be sustainable, Chinese brands will need put ROI ahead of vanity.

Many of the venture backed "rockstar" brands from China have put growth and hubris ahead of profits. And like many of the "hot" DTC brands in the US, they do not have the (financial) metrics to sustain the current rates of growth. Many have business models which rely more on the next round of funding than they do on locking in a sustainable formula.

TRUST

There are still issues with trust. On China's discount, cross-border "dollar stores," there has been little-to-no protection for international customers buying factory-direct, discount products. The prevailing notion, by those running the ecommerce platforms was that if prices are low enough, then the trade-offs in quality were justified. Caveat emptor!

Starting in Q2 2021, Amazon started to purge accounts that had used "pay for praise" and fake reviews to boost the appeal of their products. Chinese based retailers appeared to be the target of these efforts with 50,000 Chinese retail accounts taken down.

BRANDING

Building brand equity is hard work. Adapting and localizing for new countries is fickle under ideal conditions. But as China becomes more decoupled and insular (especially with current travel challenges), it will become increasingly difficult to run brand operations from China - and to harmonize with new markets.

For the average marketing team in China, creating engagement on overseas social media channels is a challenging task. It requires the use of VPNs and the deciphering of nuanced cross-cultural signals. Marketing teams in China are likely completing the task quickly and superficially - with weak social engagement as a result. Our data reflect this weakness on social media for most brands.

CHINA STIGMA

Emerging markets currently have a positive view of quality and value offered by Chinese brands. However, if the bad vibes from the "China Stigma" carry over into emerging markets, these brands will have to resort to price cutting and incentives to maintain growth - pushing innovation and brand building efforts to the back burner.

SHEIN - which is viewed as THE current model for success - is facing a large number of legal challenges by well-known fashion brands over the appropriation of signature designs. The lawsuits aren't deterring SHEIN's otherwise socially conscious customers (millennials & GenZ) ...but for how long?

3

FIVE PATHWAYS

- 35 ECOMMERCE PLATFORMS
- 38 DTC BRANDS
- 42 LEADERS & INNOVATORS
- 45 NETWORKERS
- 48 ACQUIRERS

Totem's analysis reveals that there are "five pathways" for Chinese brands expanding internationally.

Chinese companies that graduate into becoming brands, have a mix of three key attributes at their core:

1. Access to factories and engineering resources, in developing products
2. Logistical advantages to bring an array of cheap products to market quickly
3. A keen digital-first mindset which often puts them a step ahead of traditional, international competitors

Additionally, many of the larger, more established brands (who have cut their teeth in a hotly competitive domestic market) also have considerable financial resources to support growth on innumerable fronts simultaneously - and support growth via acquisitions.

The best of China's emerging brands have also built up very strong marketing playbooks and fresh ideas.



HOW CHINESE BRANDS ARE GOING GLOBAL

FIVE PATHWAYS OF GLOBALIZATION

1

ECOMMERCE PLATFORMS

Retails factory-direct products globally

Platforms designed to sell factory-direct are among the best known entities expanding from China.

In our analysis we differentiate between two types players on the global stage:

TYPE A:

Global “dollar stores”

TYPE B:

Category-specific retailers

2

DTC BRANDS

Digital native, direct-to-consumer brands

This group of companies is the largest set of Chinese brands going global. As a group, they are exercising focus (around specific product categories) and restraint (with brands that are clean & simple). They fall into three groups:

TYPE A:

Specialist products, minimal brands

TYPE B:

Regional targeters

TYPE C:

DTC “hopefuls” only on AliExpress and Amazon

3

LEADERS & INNOVATORS

Distinctive brands with mature marketing playbooks

There are still very few Chinese brands who are global leaders. This group of brands are the leading candidates to make a big mark globally. The brands on this pathway are organized into two sets:

TYPE A:

Distinct on global stage

TYPE B:

Emerging category champions

4

NETWORKERS

Large manufacturers using distributor networks

As the “world’s factory”, China has innumerable manufacturing companies who have turned world-leading production capabilities into brands (or are in the process of doing so). The Chinese companies on this pathway are mostly focused in two categories:

TYPE A:

Telecom and IT brands

TYPE B:

Automotive brands

5

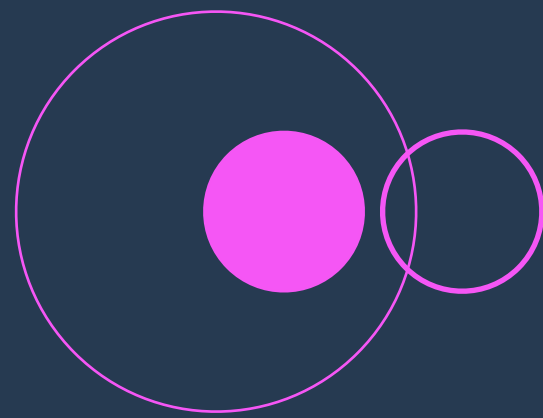
ACQUIRERS

China-based brands ramping up M&A activities to scale

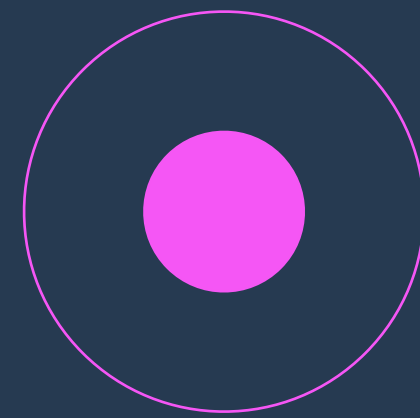
A growing number of China based companies are looking to acquire established overseas brands to accelerate global ambitions.

Just as global brands have faced steep learning curves in adapting to China, Chinese brands also struggle with internationalization. Acquiring international brands addresses a lot of the challenges faced in expansion: (a) product-market fit; (b) brand reputation and trust barriers; (c) sales channels; and (d) local talent and resources.

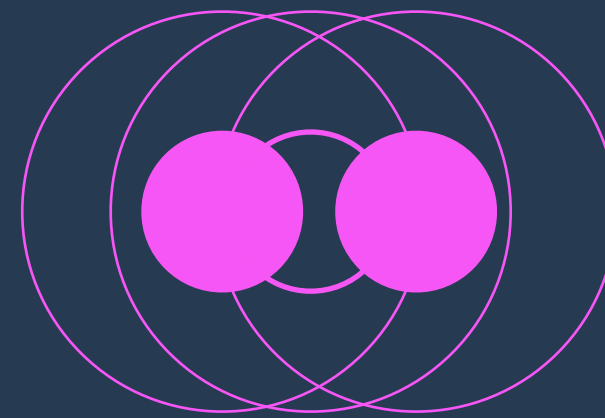
FIVE PATHWAYS OF GLOBALIZATION



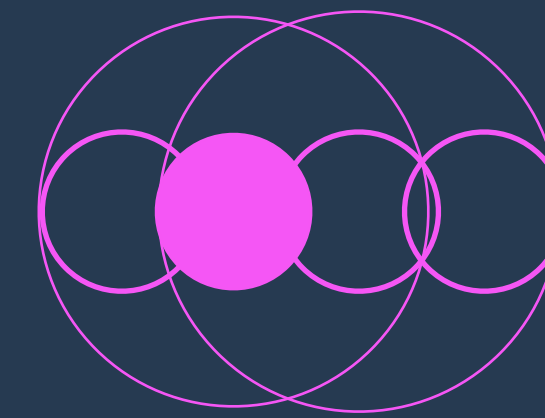
ECOMMERCE
PLATFORMS



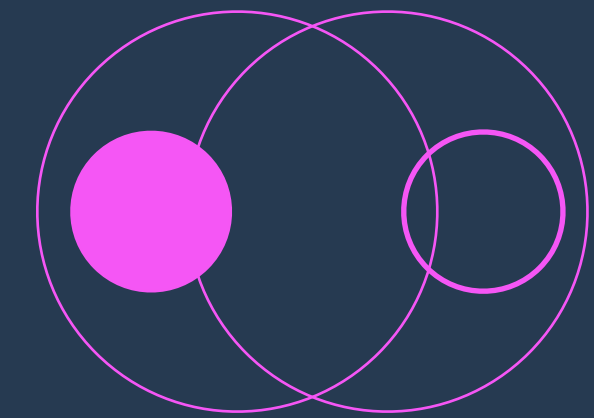
DTC
BRANDS



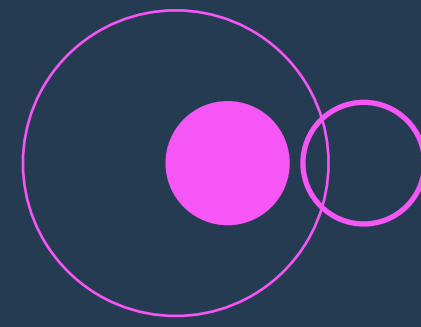
LEADERS &
INNOVATORS



NETWORKERS



ACQUIRERS



ECOMMERCE PLATFORMS

Retails factory-direct products globally

Platforms designed to sell factory-direct are among the best known entities expanding from China.

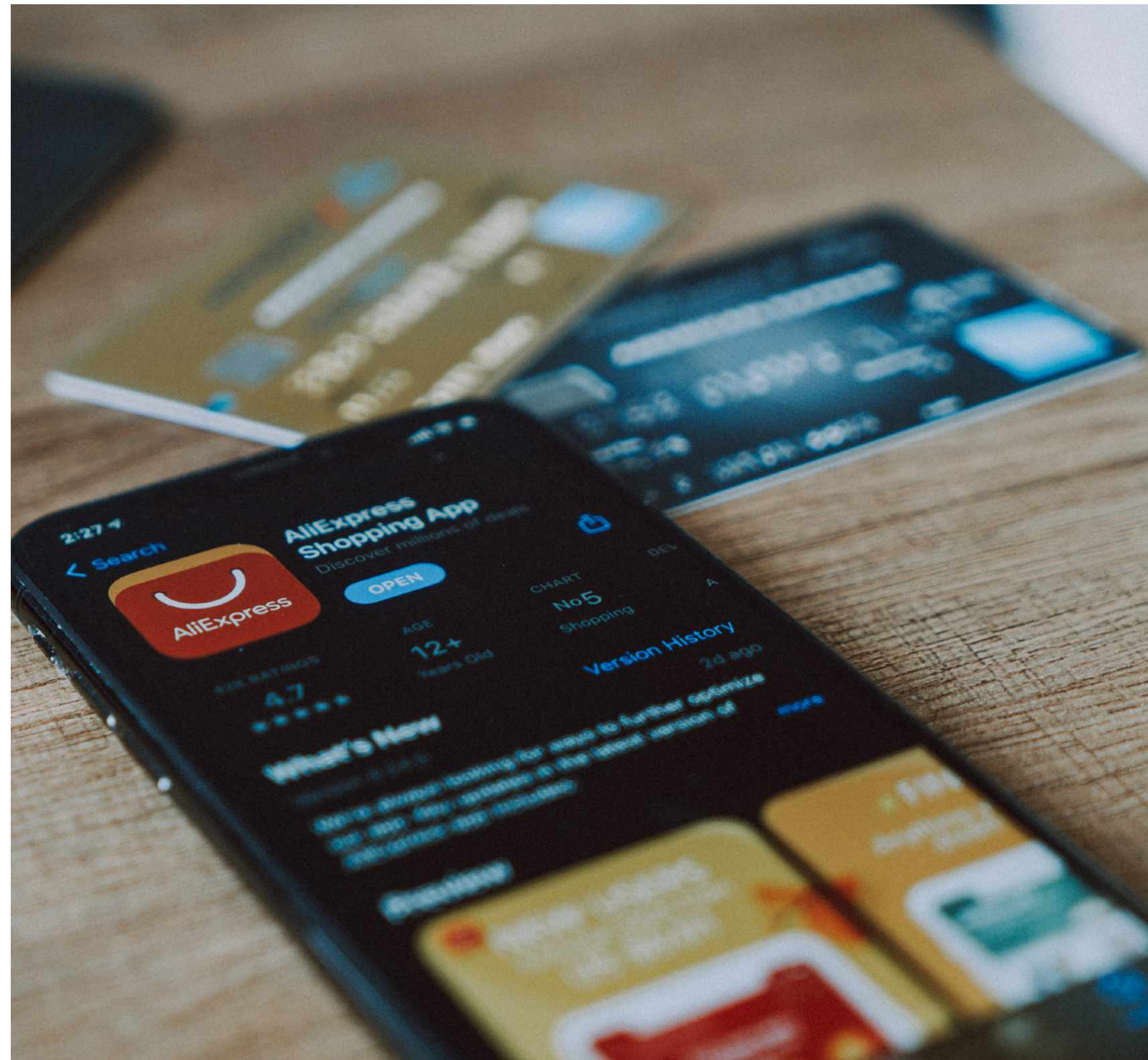
In our analysis we differentiate between two types of players on the global stage:

TYPE A:

Global “dollar stores”

TYPE B:

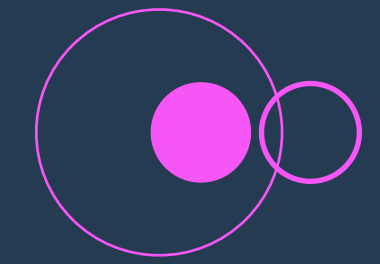
Category-specific retailers



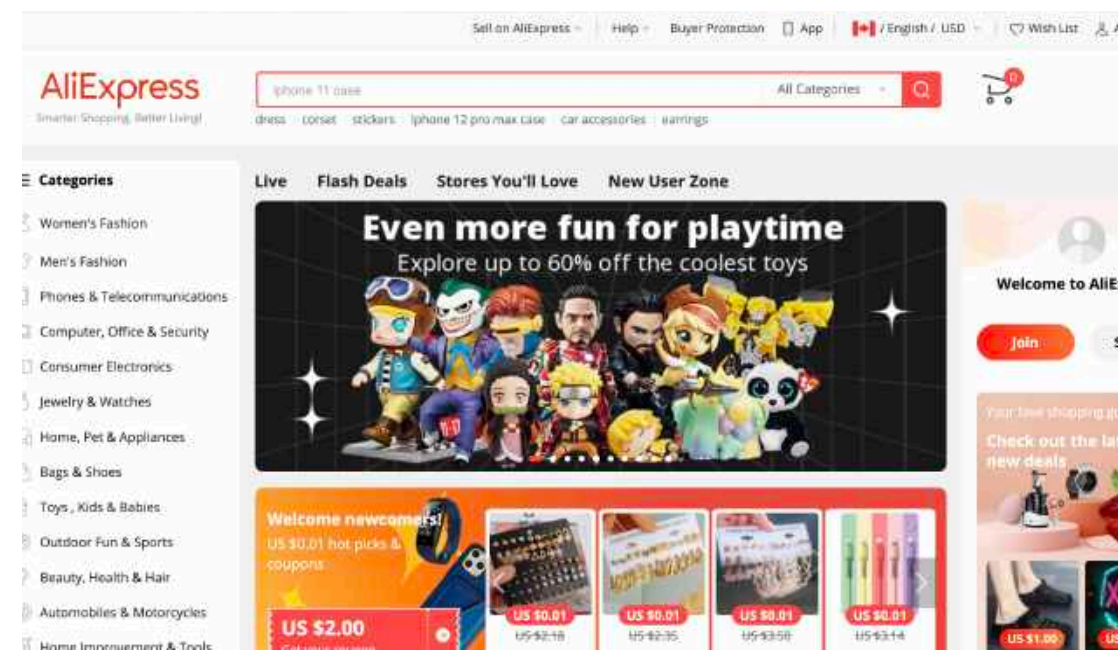
GLOBAL “DOLLAR STORES”

Ecommerce PLATFORMS: TYPE A

Among the first to go Global, these global “dollar stores” focus on connecting global consumers with un-branded, value-driven (cheap), factory-direct products. While early players like DH Gate and LightintheBox uncovered massive price arbitrage opportunities on products like prom dresses, these platforms have not specialized, choosing to offer a massive array of products instead.

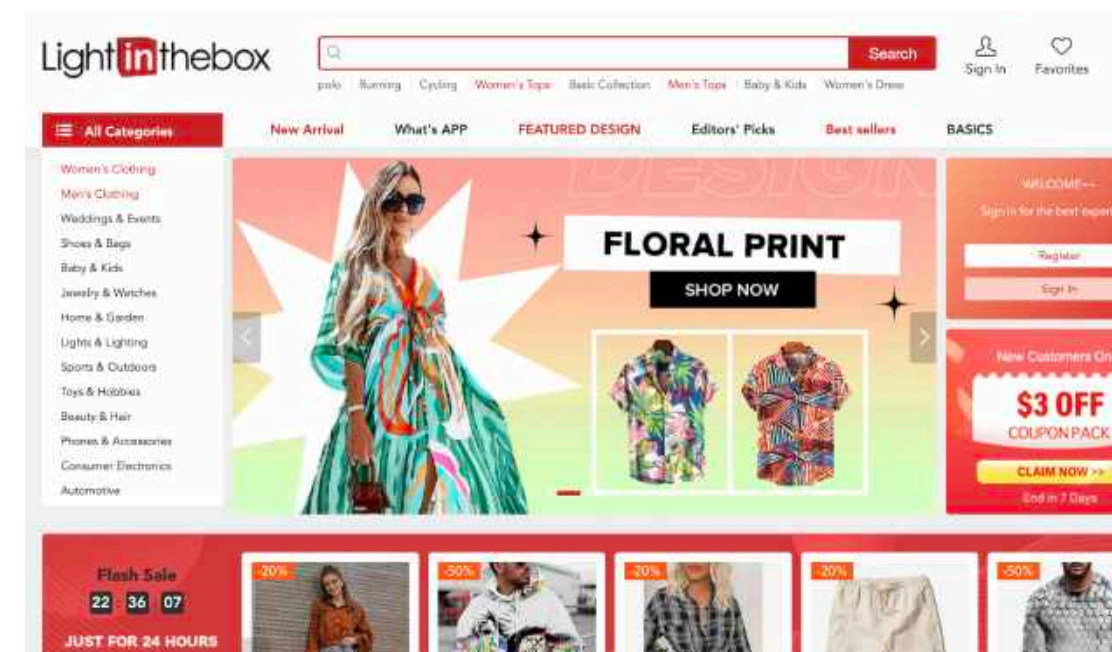


ECOMMERCE
PLATFORMS



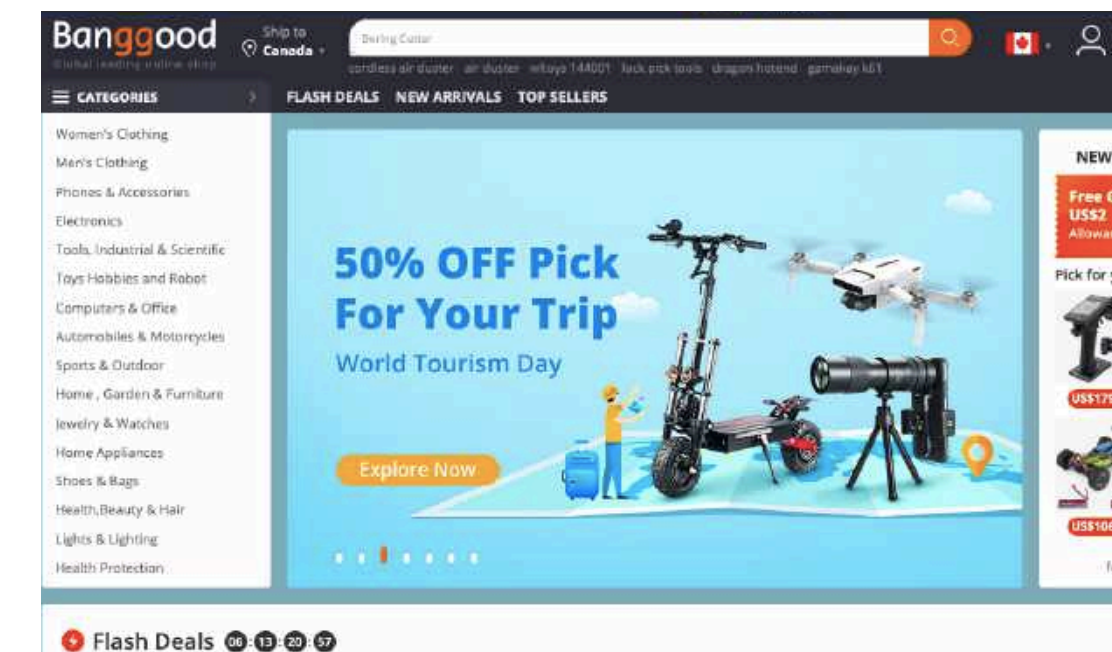
AliExpress (2010)

Aliexpress is Alibaba's outbound ecommerce marketplace platform for small businesses in China to sell globally to online shoppers. They offer a vast range of products at affordable, attention-grabbing prices.



Lightinthebox (2007)

Lightinthebox saw opportunities for huge profits for wedding dresses and party attire in North America. They started by sourcing from Chinese manufactures and selling at affordable prices. Now they have become a mass marketplace.

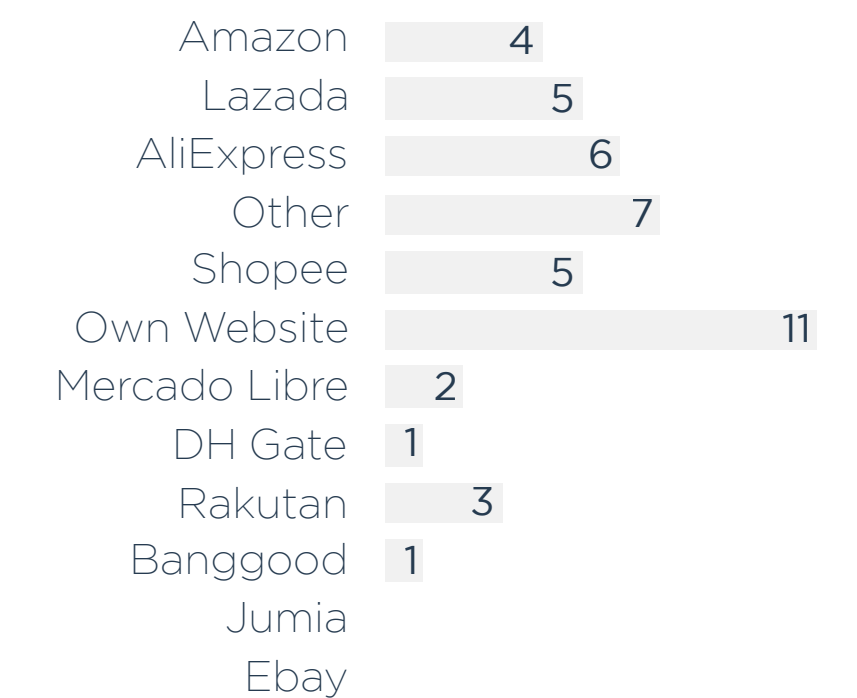


banggood.com (2006)

Banggood offers online shopping to more than 200 countries. They offer more than 400,000 products in different categories, like smartphones, electronics, toys, lights, clothing, beauty products, jewelry, watches and more.

11
COMPANIES

NUMBER OF BRANDS USING ONLINE SALES CHANNELS



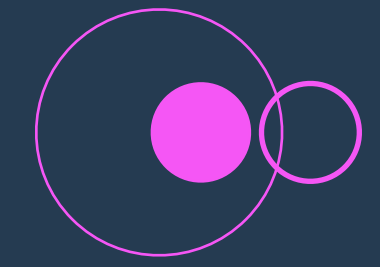
RANK	COMPANY	CATEGORY	SCORE
1	Aliexpress	Mass Ecommerce	217,931,560
7	Jollychic	Mass Ecommerce	32,515,284
10	Lightinthebox	Mass Ecommerce	21,527,551
11	banggood.com	Mass Ecommerce	16,594,886
15	Gearbest	Mass Ecommerce	12,901,394
16	DH Gate	Mass Ecommerce	8,526,290
24	Dealexextreme	Mass Ecommerce	2,530,860
33	Fordeal	Mass Ecommerce	1,370,213

*Given the nature of these companies as platforms rather than brands, we have excluded them from the Top 100 rankings.

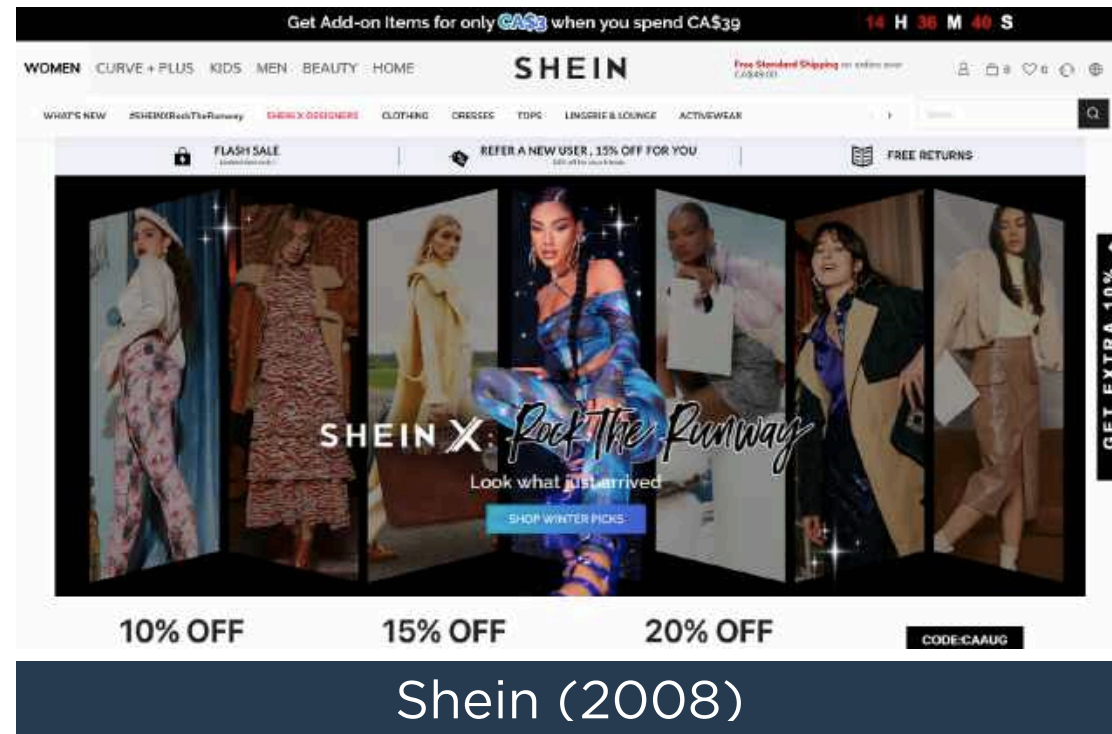
CATEGORY-SPECIFIC RETAILERS

Ecommerce PLATFORMS: TYPE B

These platforms are similar in many ways to the “dollar stores,” but they focus on specific categories (eg., fashion, jewelry), selling modestly branded products from factories. They have also built greater brand equity and customer value by: (1) more closely curating their product selection; (2) matching products to consumer trends from online data; and (3) presenting products with better images and design.



ECOMMERCE
PLATFORMS



Shein (2008)

Shein has grown massively to take a dominant role as a women's fashion ecommerce giant. With an expert approach to social media content creation, celebrity collaboration and audience engagement, they currently sell to 220 countries worldwide.



Jollychic (2012)

Jollychic offers a wide range of affordable products via its app and website, including many consumer goods like fashion apparel, electronics, home goods, shoes and bags, baby products and much more.

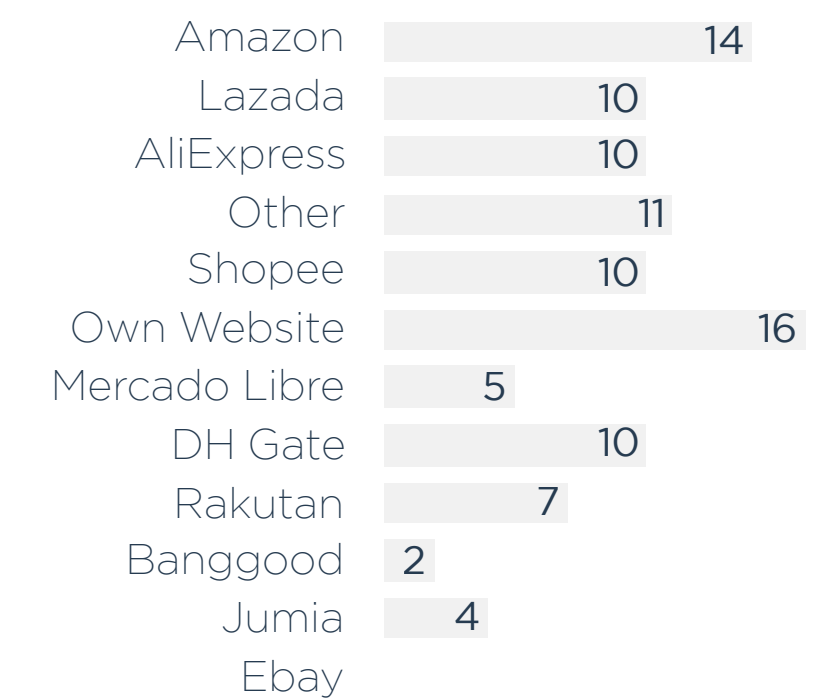


PatPat (2014)

Patpat is a shopping platform for moms to find cute, fashionable and functional outfits for their babies and themselves. Their aim is to make outfitting kids easy and fun.

16
COMPANIES

NUMBER OF BRANDS USING ONLINE SALES CHANNELS



RANK	COMPANY	CATEGORY	SCORE
2	Shein	Fashion & Apparel	173,424,946
12	patpat	Mom & Baby	16,410,630
20	Zaful	Fashion & Apparel	3,997,222
23	JJ's house	Fashion & Apparel	3,829,022
25	CUPSHE	Fashion & Apparel	2,400,392
30	Strawberrynet	Beauty & Cosmetics	1,440,830
38	Aosom	Home & Kitchen	1,064,184
48	Ever Pretty	Fashion & Apparel	580,294



DTC BRANDS

Digital native, direct-to-consumer brands

This group of companies is the largest set of Chinese brands going global. As a group, they are exercising focus (around specific product categories) and restraint (with brands that are clean & simple). They fall into three groups:

TYPE A:

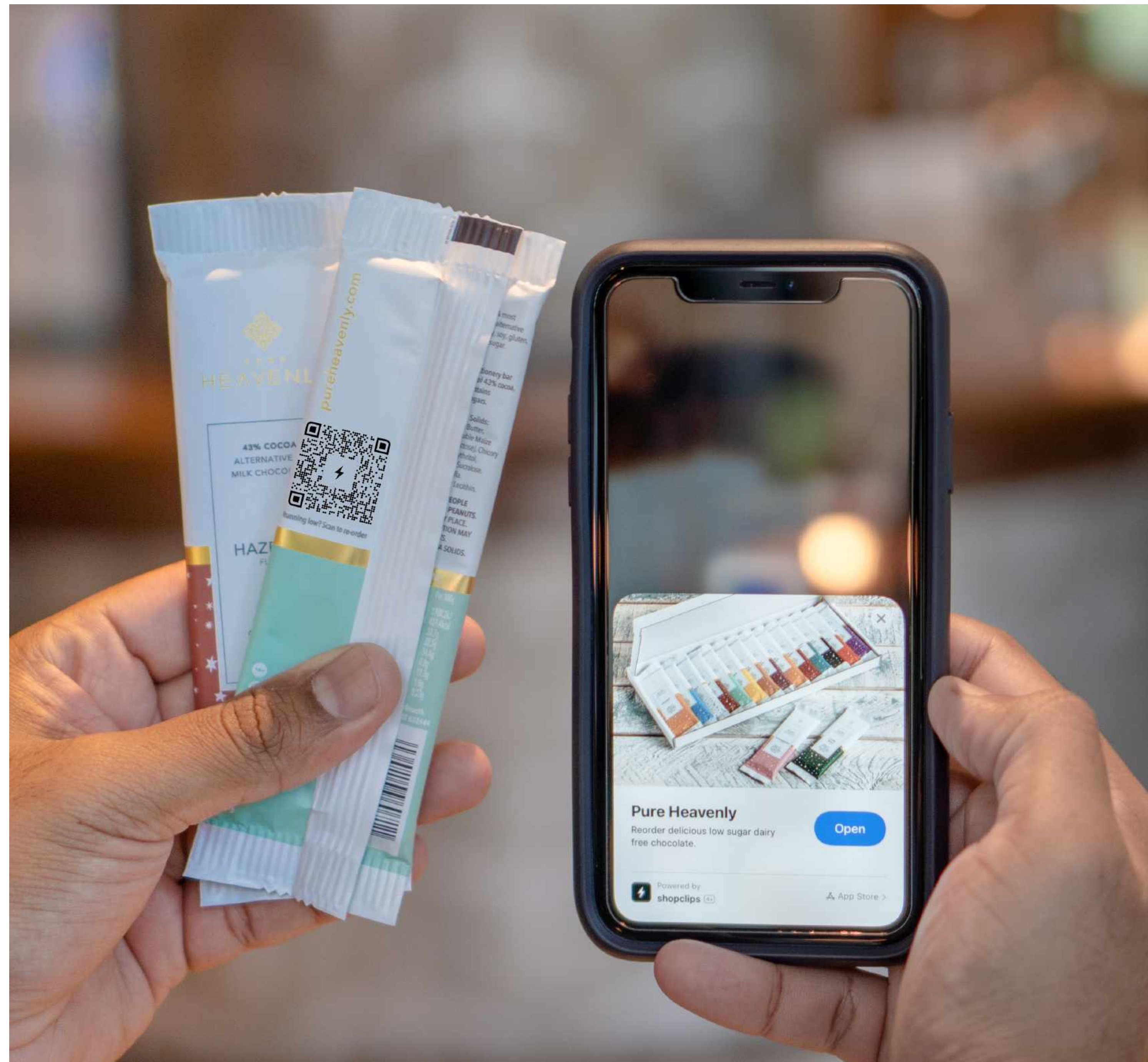
Specialist products, minimal brands

TYPE B:

Regional targeters

TYPE C:

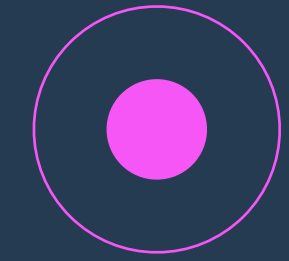
DTC “hopefuls” only on AliExpress and Amazon



SPECIALIST PRODUCTS, MINIMAL BRANDS

DTC BRANDS: TYPE A

With focused product ranges and minimalist brands, this group are among the most promising players on the Global stage. This group; (1)work with factories to design category-specific product ranges, (2)have simple brand and design features, (3)sell thru an array of ecommerce channels. While these brands aren't distinct, they look trust-worthy, have great prices and are available everywhere online.

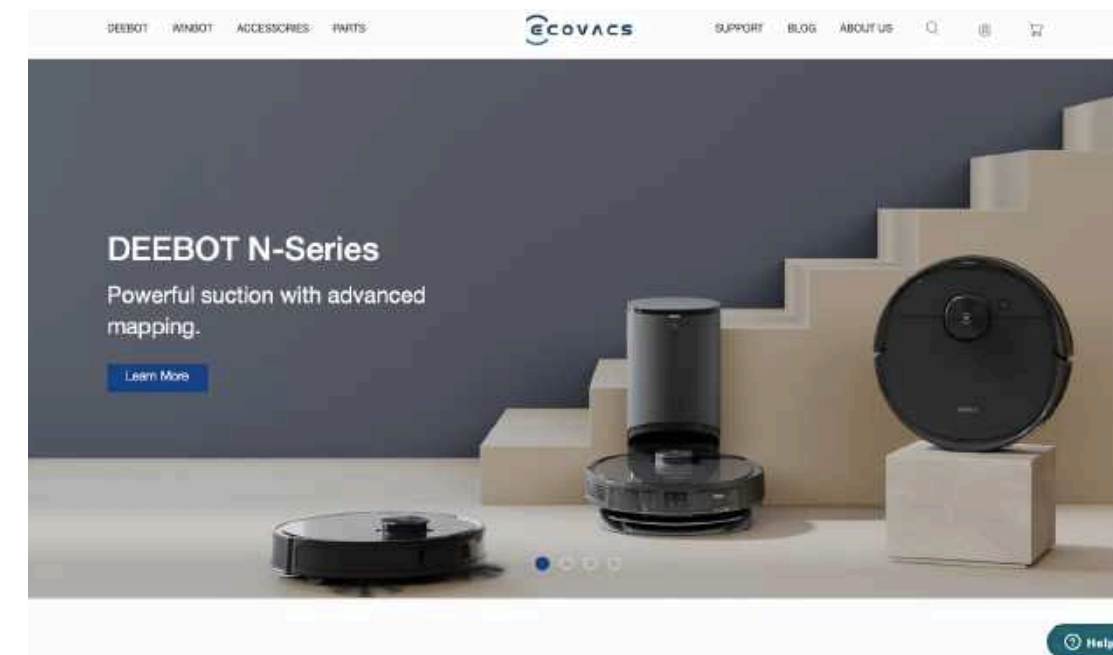


DTC BRANDS



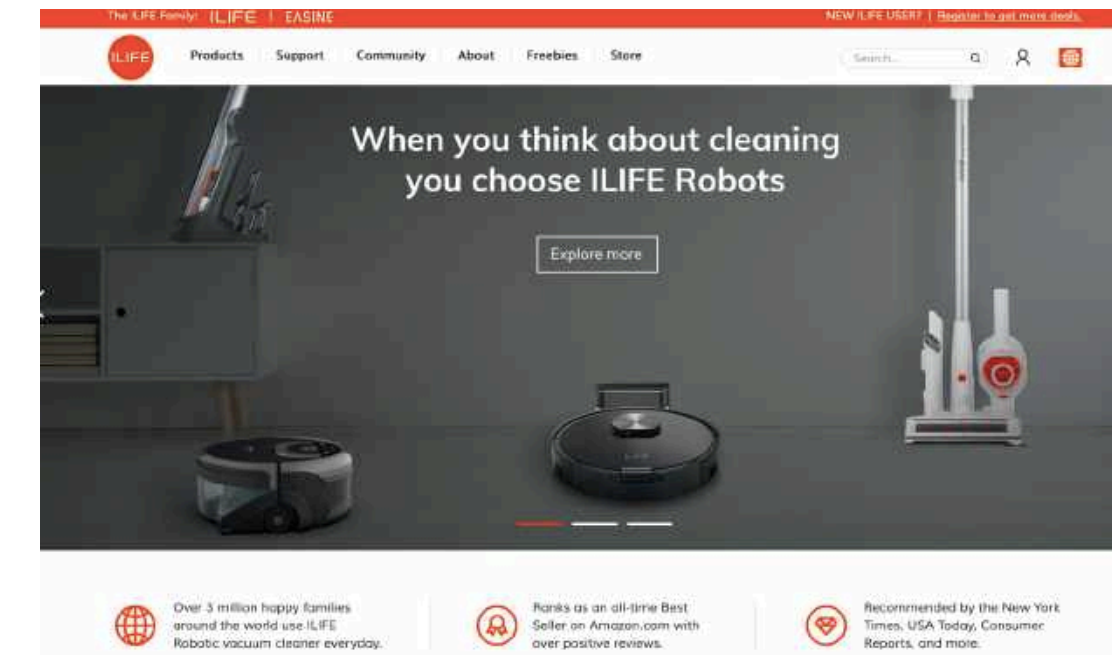
Anker (2011)

Anker focuses on charging technology. They started with global markets and quickly became the top selling charger on Amazon. They have since developed offline distribution, a DTC site and a strong customer community.



Ecovacs (1998)

With over 60% of the Chinese robotics market, Ecovacs is known for developing in-home robotics appliances like cleaning and air purifying robots, and have also introduced products for mobile entertainment and security.

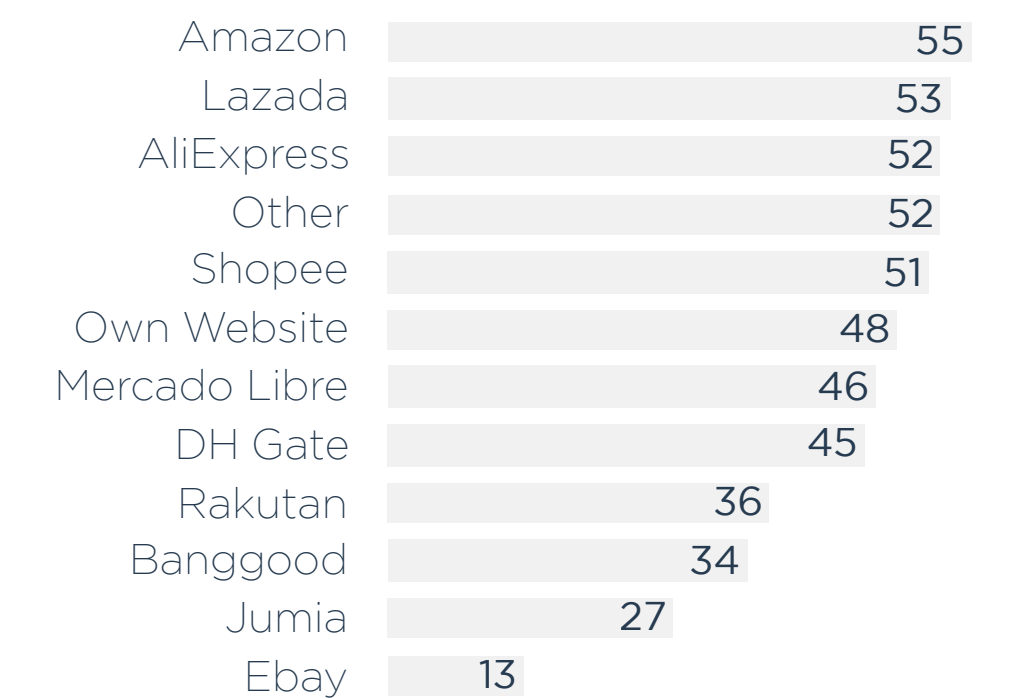


iLIFE (2010)

iLIFE manufactures a range of cleaning robot technology and other home cleaning appliances. They have a global sales network that covers more than 40 countries worldwide.

58
COMPANIES

NUMBER OF BRANDS USING ONLINE SALES CHANNELS

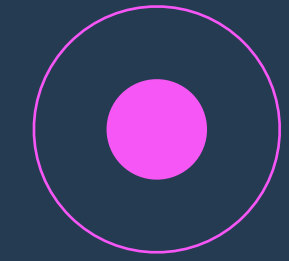


RANK	COMPANY	CATEGORY	SCORE
18	Anker	Electronics & Appliances	7,026,302
26	Ecovacs	Electronics & Appliances	2,080,712
36	iLife	Home & Kitchen	1,099,069
37	amazfit	Electronics & Appliances	1,067,200
40	Lilysilk	Fashion & Apparel	919,734
49	Kastking	Fitness & Sports	542,352
52	Gamesir	Electronics & Appliances	459,416
59	GIMI	Electronics & Appliances	308,139

REGIONAL TARGETERS

DTC BRANDS: TYPE B

Many of China's outbound brand hopefuls have started to follow geographic centered strategies. "Regional Targeters," are focused on one-of-two opportunities; (1)customizing products and messaging to a specific country/region creating a 'hometown' image, or (2)by focusing on lesser developed countries – offering up inexpensive, value-focused products that align with lower pricing expectations.



DTC BRANDS



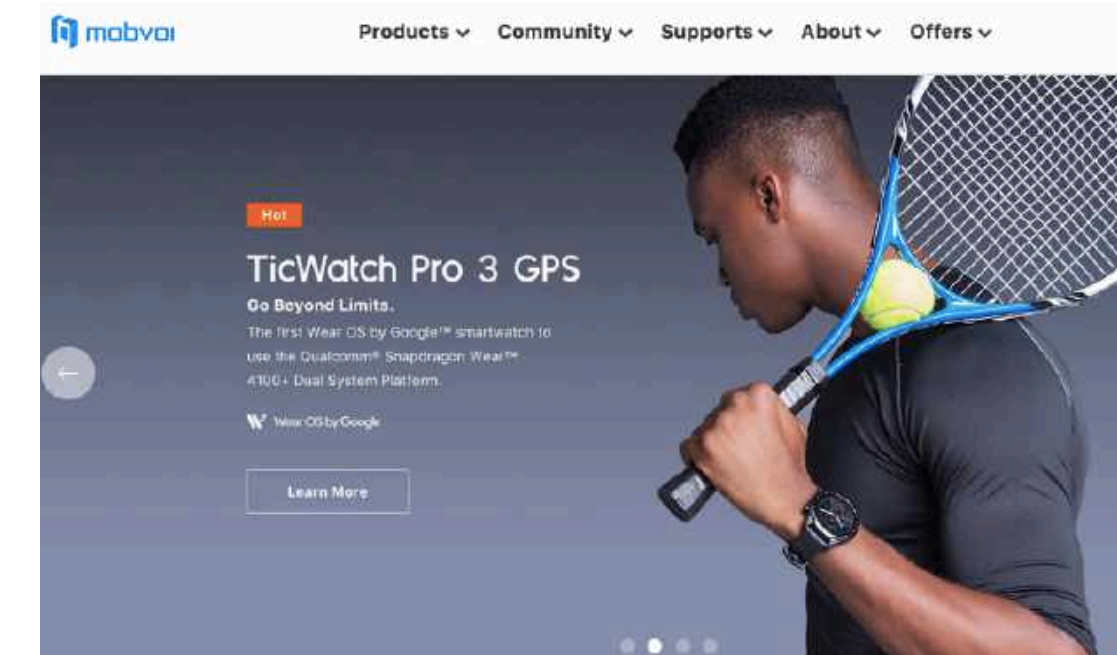
Infinix (2013)

Infinix was founded with a commitment to building smart devices with stylish design and cutting-edge technology. With R&D centres in France and Korea, Infinix now sells to about 30 countries in the Middle East and Africa.



Blackview (2013)

Blackview produces rugged and affordable mobile phones, as well as smart watches, earphones, tablets and laptops. They sell products to customers in more than 80 countries including Russia, Spain, Czech Republic, Ukraine and others.

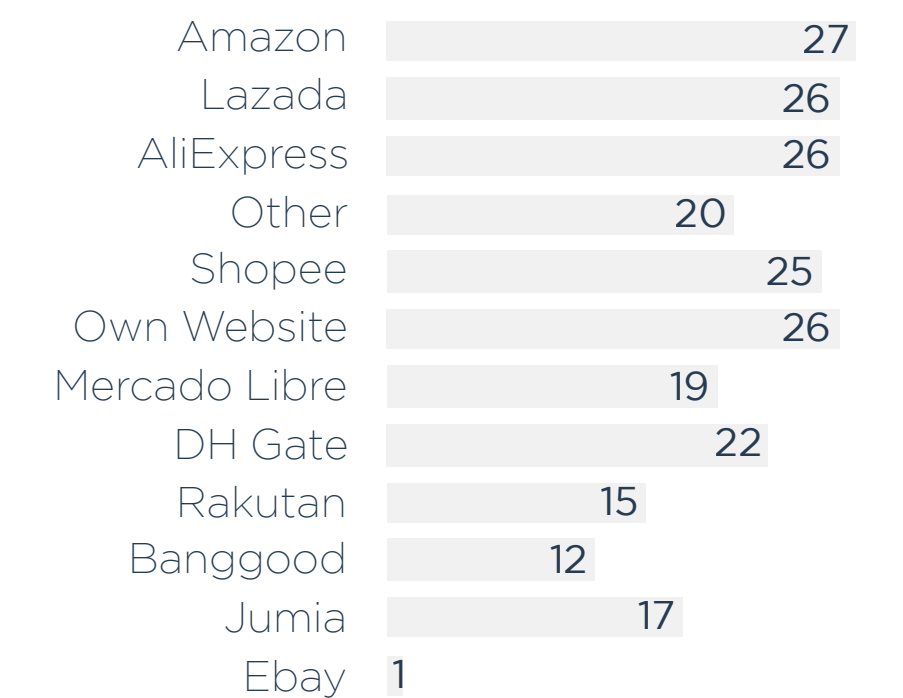


Mobvoi (2012)

Mobvoi develops consumer electronics focused on voice recognition and hardware-software integration. Products include smart watches, earphones and other accessories, providing B2B and B2C products in over 40 countries.

30
COMPANIES

NUMBER OF BRANDS USING ONLINE SALES CHANNELS

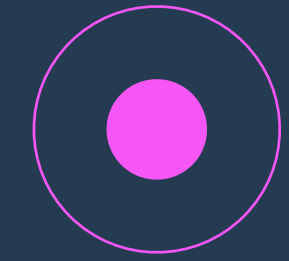


RANK	COMPANY	CATEGORY	SCORE
21	Infinix	Electronics & Appliances	3,967,211
28	Mobvoi	Electronics & Appliances	1,587,748
29	Blackview	Electronics & Appliances	1,505,602
32	Unice	Fashion & Apparel	1,380,703
43	Doogee	Electronics & Appliances	746,776
53	Snapmaker	Electronics & Appliances	438,404
54	Ugreen	Electronics & Appliances	411,623
62	Leagoo	Electronics & Appliances	266,853

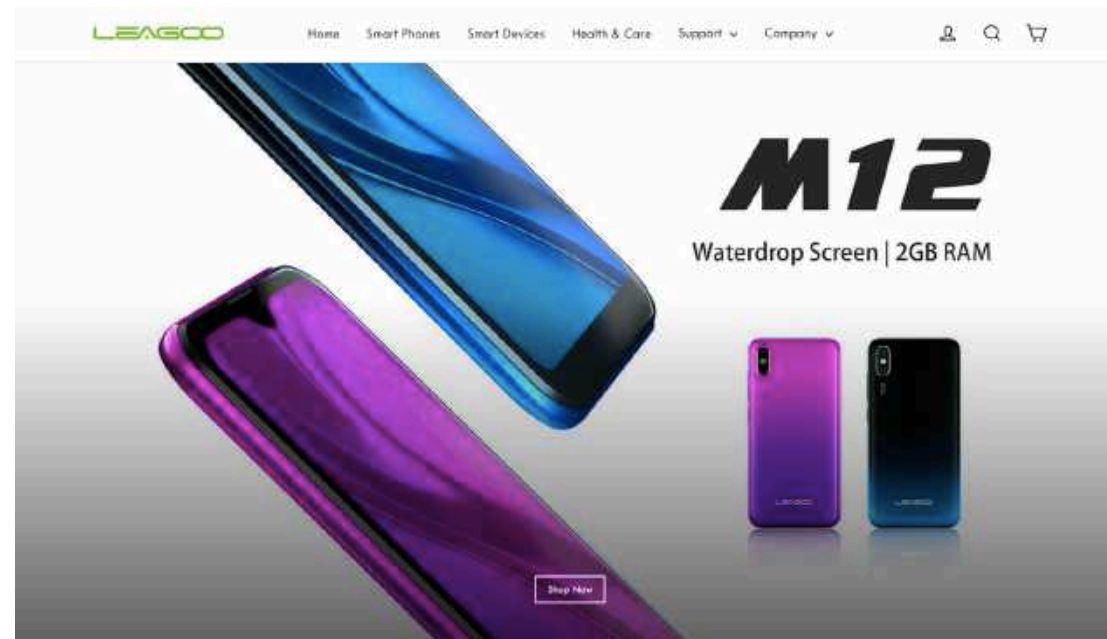
DTC HOPEFULS

DTC BRANDS: TYPE C

The vast majority of China's outbound hopefuls are very small and have no brand communications - choosing to focus on sales/trading efforts through third-party ecommerce platforms, such as AliExpress and Amazon. Correspondingly, this group of brands do not typically have their own Websites and have almost zero brand equity. While they aspire to becoming DTC brands, they have a long way to go.

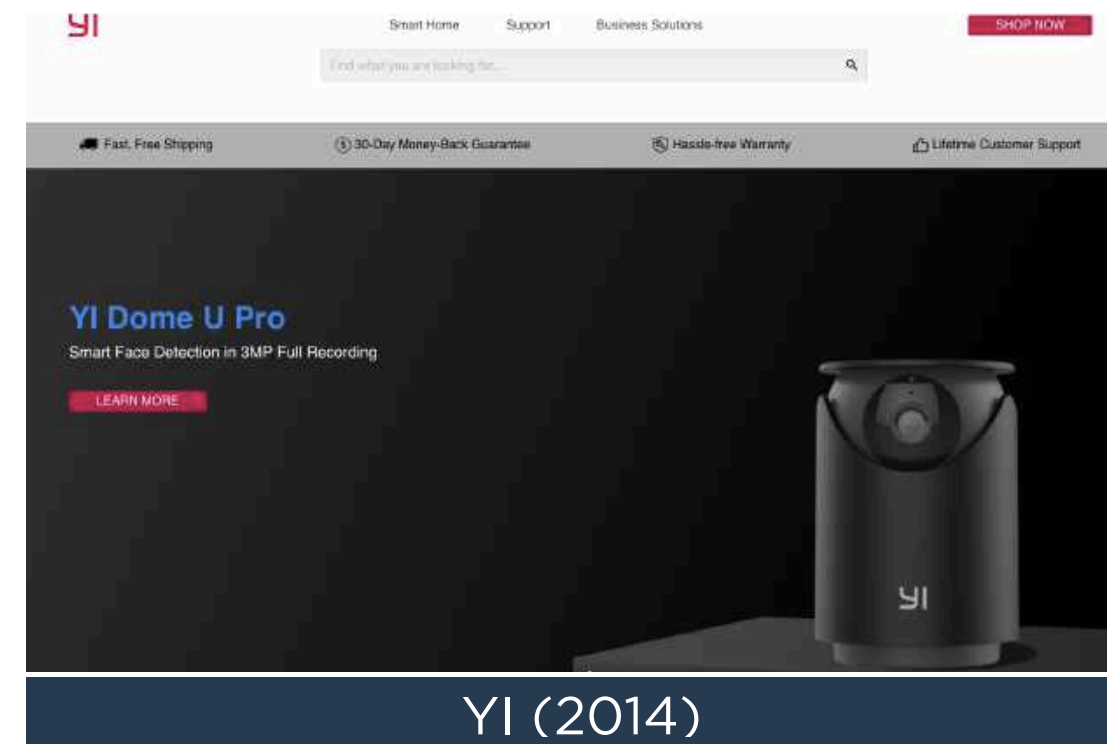


DTC BRANDS



Leagoo (2014)

Leagoo produces smart phones, smart phones and tablets, healthcare electronics and more, with sales in over 30 countries and regions in the US, Europe and Asia.



YI (2014)

YI manufactures cameras and computer vision technologies including a wide range of security cameras. They ship products to over 180 countries around the world.



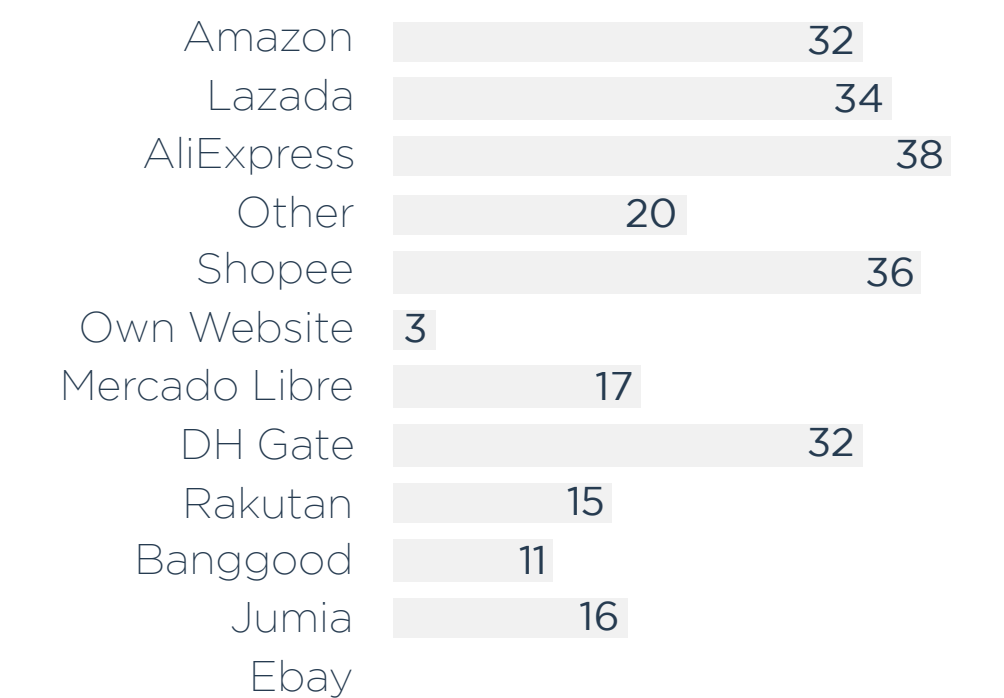
Haylou (2015)

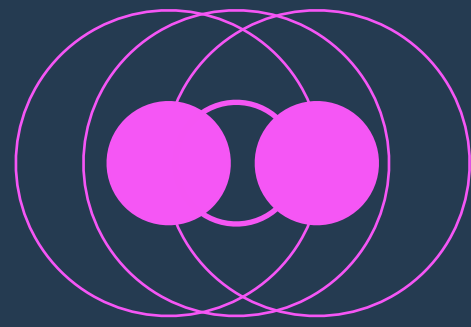
Haylou focuses on wireless audio. They are the OEM for Xiaomi's Mi/Redmi Airdots and received series A funding from Xiaomi. In China, their products are sold on Tmall and JD while global sales go through Amazon and Aliexpress.

43
COMPANIES

RANK	COMPANY	CATEGORY	SCORE
66	Anta	Fashion & Apparel	249,497
101	Haylou	Electronics & Appliances	108,785
136	Sophitina	Fashion & Apparel	14,706
144	Beaudiva Hair	Fashion & Apparel	5,835
150	Sndway	Home & Kitchen	4,222
152	Miegofce	Fashion & Apparel	2,685
153	Noyoke	Home & Kitchen	2,608
158	Sisjuly	Fashion & Apparel	1,507

NUMBER OF BRANDS USING ONLINE SALES CHANNELS





LEADERS & INNOVATORS

Distinctive brands with mature marketing playbooks

There are still very few Chinese brands who are global leaders. This group of brands are the leading candidates to make a big mark globally. The brands on this pathway are organized into two sets:

TYPE A:

Distinct on global stage

TYPE B:

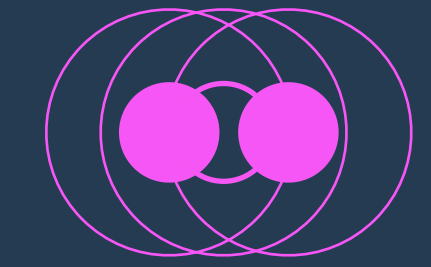
Emerging category champions



DISTINCT ON GLOBAL STAGE

LEADERS & INNOVATORS: TYPE A

As China's leading brands, this group of companies have a combination of advantages that allow them to stand out on the Global stage. While they are not universally well known yet, the following attributes put them in prime position to be Global leaders; (1)Size/Scale (eg. Huawei), (2)Category Innovators (eg. DJI), (3)Distinctiveness (eg. PopMart) and (4)Unique Category (eg. Lee Kum Kee, Moutai).



LEADERS & INNOVATORS



Huawei (1987)

One of the best-known Chinese brands, Huawei designs, develops and sells a comprehensive range of telecommunications equipment and consumer electronics. Their expansion has seen them build telecoms networks, and provide enterprise consulting services in and out of China.



DJI (2006)

DJI accounts for 70% of the world's consumer drone market (according to data from March 2020). It continues to play a lead role in technology for commercial drones. Widely used in photography, it is expanding into agriculture, search and rescue, and energy.

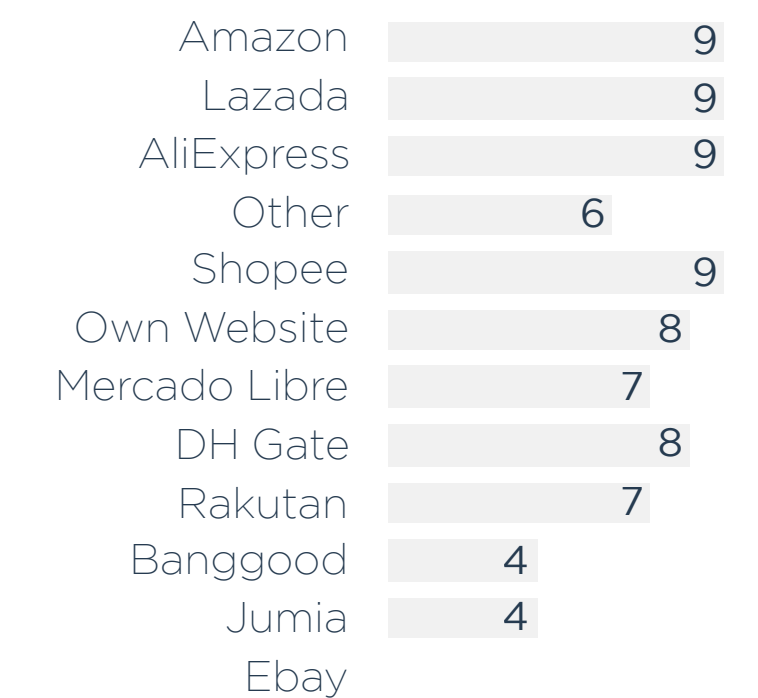


Moutai (1599)

Originating during the Qing dynasty, Moutai is the historic spirit of China. It is renowned as a luxury liqueur, favoured by VIPs and business people for gifting. Its history and limited supply have made it a precious and expensive product that usually represents status.

9
COMPANIES

NUMBER OF BRANDS USING ONLINE SALES CHANNELS

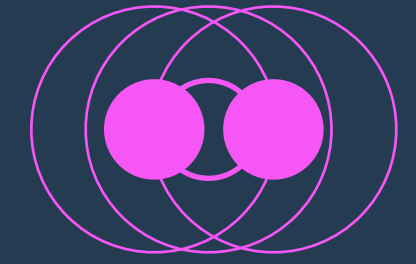


RANK	COMPANY	CATEGORY	SCORE
3	Huawei	Electronics & Appliances	72,629,524
9	dji	Electronics & Appliances	26,214,490
44	Tuya	Electronics & Appliances	732,605
46	Moutai	Food & Beverage	620,153
51	Tsingtao	Food & Beverage	463,978
60	Lee Kum Kee	Food & Beverage	283,037
67	Chow Tai Fook	Fashion & Apparel	245,833
112	POP MART	Toys & Gifts	65,425

EMERGING CATEGORY CHAMPIONS

LEADERS & INNOVATORS: TYPE B

The defining characteristic of this group of brands is that they are strong marketers and have used a growing marketing playbook to fuel success in China. This group of brands when/if they decide to turn their attention (more fully) to global expansion will be able to do so with branding capabilities which are vastly superior to any other outbound group.



LEADERS & INNOVATORS



NeiWai (2012)

NeiWai is a digital native lingerie brand leading the body positivity movement in China. They empower women to do what's best for themselves. Fuelled by VC, they have over 80 shops in China, and just launched a global DTC site. They plan to open a store in San Francisco.



Bosideng (1976)

Bosideng is China's largest clothing company, selling apparel under six core brands including Bosideng, Snow Flying, Kangbo, Bengen, Shaungyu and Shangyu. They have over 4000 stores around the world and opened a flagship in London in 2018.

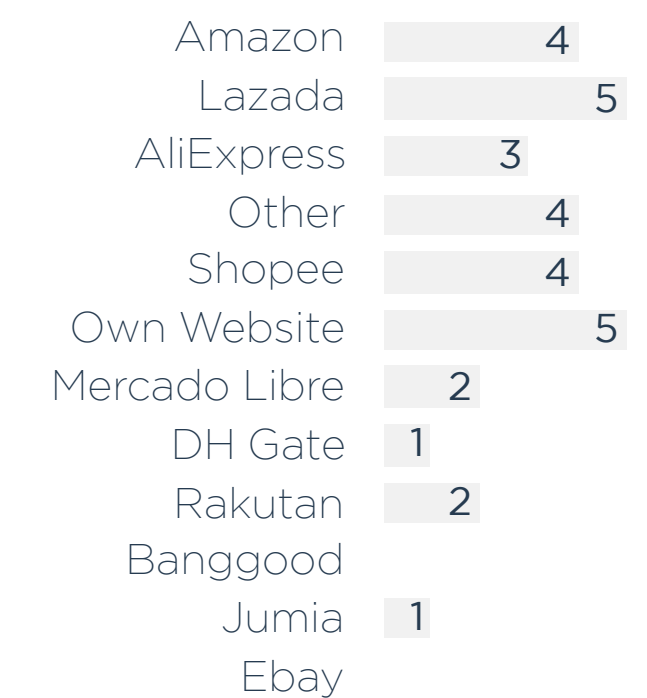


Li-Ning (1989)

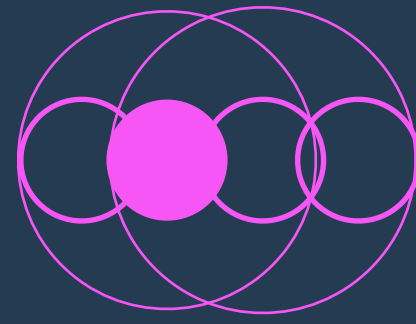
Founded by former Chinese Olympian Li Ning, Li-Ning is a sportswear and sporting equipment company and endorses a number of major athletes and teams worldwide.

5
COMPANIES

NUMBER OF BRANDS USING ONLINE SALES CHANNELS



RANK	COMPANY	CATEGORY	SCORE
102	NEIWAI	Fashion & Apparel	98,340
110	Bosideng	Fashion & Apparel	76,069
111	Li-Ning	Fashion & Apparel	70,213
124	Florasis	Beauty & Cosmetics	31,746
151	Genki Forest	Food & Beverage	2,754



NETWORKERS

Large manufacturers using distributor networks

As the “world’s factory”, China has innumerable manufacturing companies who have turned world-leading production capabilities into brands (or are in the process of doing so). The Chinese companies on this pathway are mostly focused on two categories:

TYPE A:

Telecoms and IT brands

TYPE B:

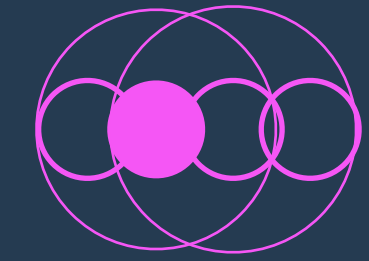
Automotive brands



AUTOMOTIVE BRANDS

NETWORKERS: TYPE B

Much like the Telecom and IT brands, Automotive and Mobility companies are aggressively expanding internationally, supported by significant budgets. The automotive brands rely on distributor and reseller networks for sales, with relatively little DTC and brand marketing (eg. weak social presence) resources in play. Look for Autos to work towards improved DTC strategies quickly, in markets where that is possible.



NETWORKERS



Wuling (1998)

Wuling has been manufacturing automobiles since 1982, but the brand only became established in 2001, when a strategic partnership with SAIC saw them evolve into SAIC-GM-Wuling.



BYD (1995)

BYD began as a battery maker and entered the automobile business in 2013. Leveraging its battery expertise, BYD is now China's largest supplier of electric vehicles. Its sales network extends to a large number of distributors.



Chery (1997)

Chery's principal products are passenger cars, minivans and SUVs. It has been China's largest passenger car exporter since 2003. Their vehicles are available in 80 countries and regions, with nearly 9.4 million users worldwide.

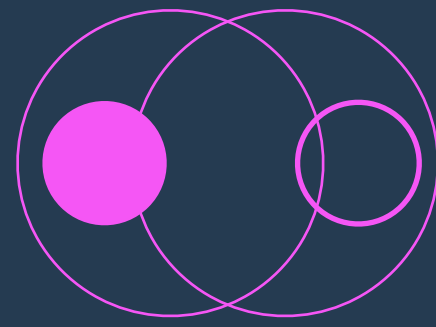
14

COMPANIES

NUMBER OF BRANDS USING ONLINE SALES CHANNELS

- Amazon
- Lazada
- AliExpress
- Other
- Shopee
- Own Website
- Mercado Libre
- DH Gate
- Rakutan
- Banggood
- Jumia
- Ebay

RANK	COMPANY	CATEGORY	SCORE
35	Wuling	Auto	1,237,184
47	NIO	Auto	583,872
50	BYD	Auto	532,982
56	Chery	Auto	361,199
68	NIU Mobility	Auto	240,153
70	Geely Auto	Auto	229,905
78	JAC Motors	Auto	182,109
79	Haval	Auto	174,909



ACQUIRERS

China-based brands ramping up M&A activities to scale

A growing number of China based companies are looking to acquire established overseas brands to accelerate global ambitions.

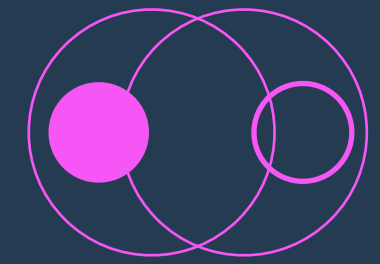
Just as global brands have faced steep learning curves in adapting to China, Chinese brands also struggle with internationalization. Acquiring international brands addresses a lot of the challenges faced in expansion: (a) product-market fit; (b) brand reputation and trust barriers; (c) sales channels; and (d) local talent and resources.



GROWTH BY ACQUISITION

ACQUIRERS

A growing number of Chinese companies are turning to M&A, to more quickly realize their global ambitions - either as primary means to expand or as supplement to other efforts. The appeal of purchasing existing brands, rests with the fact that they can fast-track product-market fit, build understanding for a specific culture/market, quickly develop marketing toolkits, and attain customer trust and loyalty.



ACQUIRERS



MG Motors (2006)

MG Motors, under Shanghai-based SAIC Motor, designs, develops and markets cars sold under the MG marque, with manufacturing taking place in China and Thailand. They are the largest importer of Chinese-made cars into the United Kingdom.



Perfect Diary (2017)

Perfect Diary disrupted the C-beauty market with affordable pricing, creative packaging and innovative digital strategies. To elevate take on the global markets, parent company Yatsen acquired France's Galenic and UK's Eve Lom.

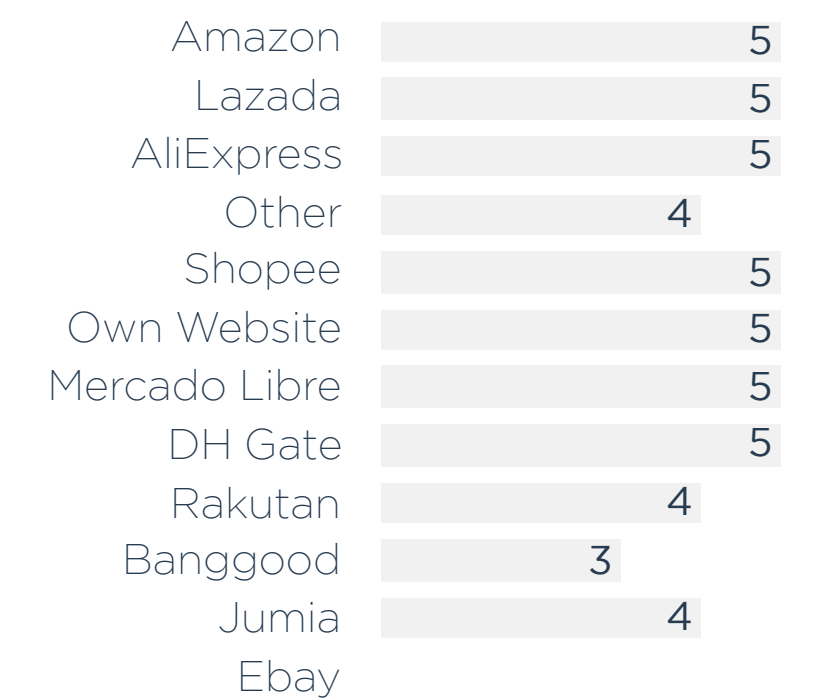


Geely Auto (2002)

Geely Auto is an automotive brand in China with its own manufacturing plant. Geely was an affordable option domestically, but to expand globally, it purchased Volvo in 2008. They later bought London EV and Terrafugia (makers of aviation vehicles).

10
COMPANIES

NUMBER OF BRANDS USING ONLINE SALES CHANNELS



RANK	COMPANY	ACQUISITIONS	CATEGORY	SCORE
5	Lenovo	(1)ThinkPad	Electronics & Appliances	37,487,772
8	MG Motors (SAIC)	(1)MG Motors	Auto	26,987,851
9	dji	(1)Hasselblad	Electronics & Appliances	26,214,490
27	Haier	(1)GE Appliances, (2)Meneghetti	Electronics & Appliances	1,981,640
31	TCL	(1)Schneider, (2)RCA, (3)Alcatel	Electronics & Appliances	1,435,535
66	ANTA	(1)Amer Sports (Salomon, arc'teryx), (2)Fila China	Fashion & Apparel	249,497
70	Geely Auto	(1)Volvo, (2)Lotus Cars (51%)	Auto	229,905
72	Perfect Diary (Yatsen)	(1)Eve Lom, (2)Galenic	Beauty & Cosmetics	212,358
111	Li-Ning	(1)Clarks	Fashion & Apparel	70,213

4

BRAND PROFILES

52 GLOBAL PLAYERS

59 BRANDS TO WATCH

The vast majority of the brands on Totem's "Top 100 List" are very small.

Taken as a whole, China's "global" brands are still very immature by MNC standards. And there are very few who are truly making an impact - based on brand equity and staying power.

There are a growing number of brands which are demonstrating themselves as being a cut-above the rest. These leading brands can be organized into two sets:

1. Already established, sizable "Global Players" who already are making an impact (most of which come from electronics manufacturing roots)
2. "Brands to Watch" which are still small, niche players globally but have the potential to grow into major players

Our assessment of "Brands to Watch" pays particular bias to those companies which have; focused missions, quality brand identities, mature digital DNAs and an aptitude for DTC (direct-to-consumer) strategies.



GLOBAL PLAYERS

The prevailing model for success

A GLOBAL LEADER IN FAST FASHION

Shein has turned the fast fashion world upside down, with a digital-only strategy that tightly integrates customer insights, product development & manufacture, with aggressive social shopping promotions.

The key advantage is its ability to spot new trends online and respond immediately with products per trend. It releases thousands of new products per month at very low retail prices. Add in a free returns policy into the mix, and its easy to see why Shein has eclipsed Amazon as the most downloaded ecommerce app in recent months.

The brand is not without its challenges. Shein has been very, very quiet about its roots as a Chinese brand. It has also been accused of violating the IP of numerous other designers and brands. Shein will have to maneuver very carefully as these challenges mount.

The screenshot shows the SHEIN website homepage with a central banner for 'SHEIN X ROCK THE RUNWAY'. Below the banner are three discount offers: 10% OFF on orders of CA\$59+, 15% OFF on orders of CA\$109+, and 20% OFF on orders of CA\$159+. A 'LET'S GO' button is positioned below these offers. To the right, there is a 'CODE: CAUG' and an 'APP' section with a '10% OFF 1ST ORDER' offer and 'CODE: VOS10'. Below the app section is a QR code and icons for Android and iPhone. A vertical banner on the right side of the screenshot reads 'GET EXTRA 10%'. At the bottom, there is a 'Shop By Category' section with icons for Sweaters & Cardigans, Coats & Jackets, T-Shirts, Blouses, Denim, and Sweatshirts, along with a '#SHEINcampaigns' hashtag.

Shein's website and apps are designed around personal curation, social proof and creating a sense of urgency with aggressive discounting.

Review our products

Points can be earned by posting comments and reviews on purchased items. After meeting the minimum of text product comment

Post a comment	Post a comment with pictures	Post a
5	10	

Daily check-in

1. Every day that you check-in consecutively will earn you additional points.
2. A consecutive streak lasts up to 7 days. On the eighth day, the cycle will restart and will count as your first check-in of the cycle. But beware, cycle, it will start you back at one.

Join in the Outfit contests

1. At the end of the contest, the top 12 of the leaderboard will receive points rewards.
2. Additional points can be won if your outfit is chosen as an Editor's Pick or Editor's Fave.

Tune in SHEIN Live

Points will be given out randomly during the livestream.

Participate in Show contests

1. Participate in Show contests and posts based on the given theme. Each post will earn you 5 points (up to 10 points per day).
2. If your post is selected as a featured piece by SHEIN editors, you will earn a bonus of 50 points.

Participate in daily marketing activities

Participate in the points-related activities held by SHEIN within the specified time limit, and receive the corresponding points rewards according

Shein's points system rewards users for reviews, UGC, referrals and repeat purchases. In addition to loyalty, the goal is to manufacture social proof.

Community engagement key to reducing customer churn

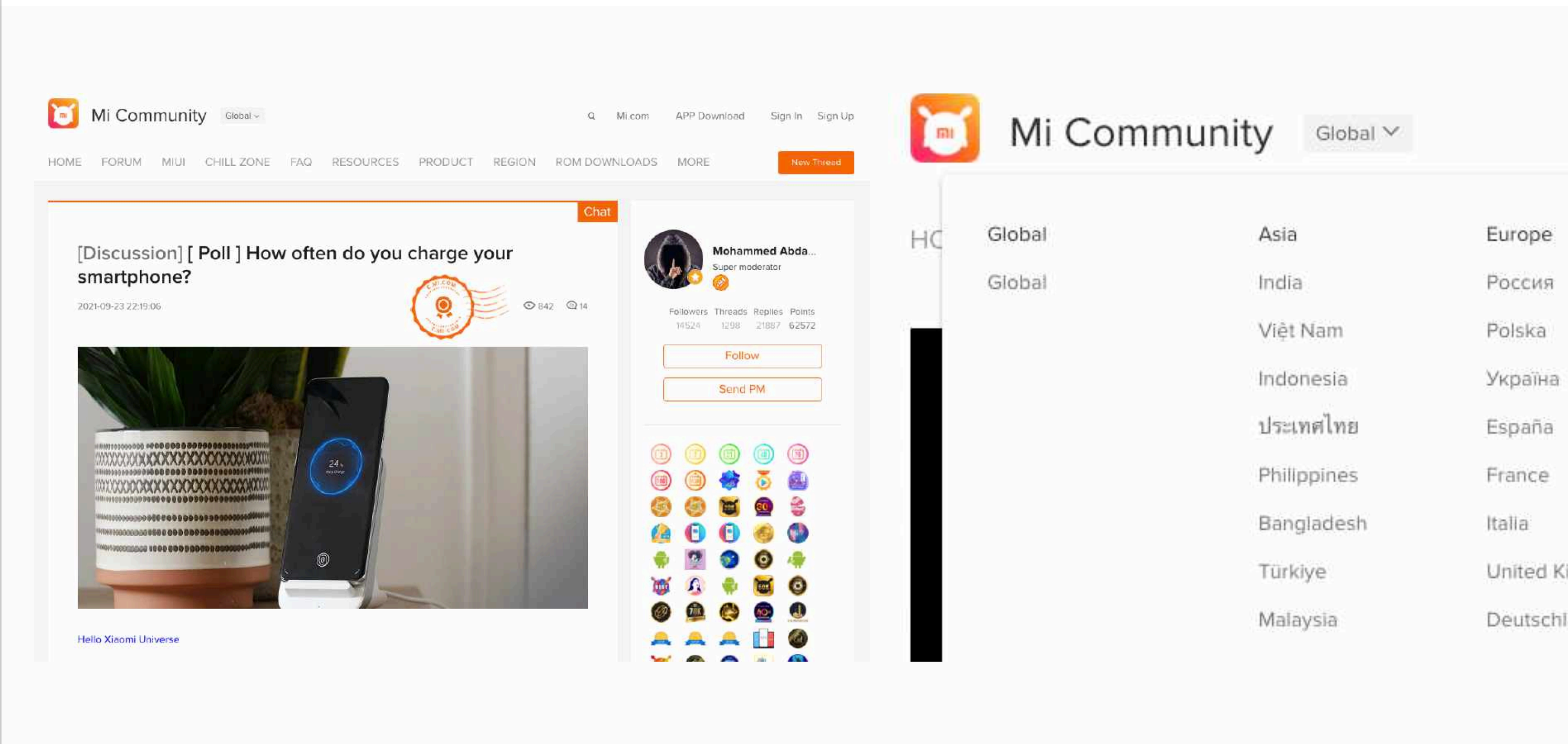
LOCALIZING COMMUNITY GLOBALLY

Xiaomi's original success - at home in China - was largely credited to its ability to engage with customers and fans in collaborating on product design ideas, and in building anticipation for new product launches.

Xiaomi has transplanted its customer collaboration programs namely its "Mi Community" - across an array of key markets Globally. "Mi Communities" in new markets are seen as essential to adapting Xiaomi's MIUI operating system to local interests. They are also used for general discussions on tech trends.

With competition among Chinese phone makers increasing (and with switching costs very low between devices), community and more deeply adapted/localized operating systems are essential to building loyalty and repeat purchase.

In addition to mobile phones, Xiaomi has a wide array of electronics products, all following its clean, simple design + value for money approach.



The "Mi Community" has been launched into more than 20 markets Worldwide.

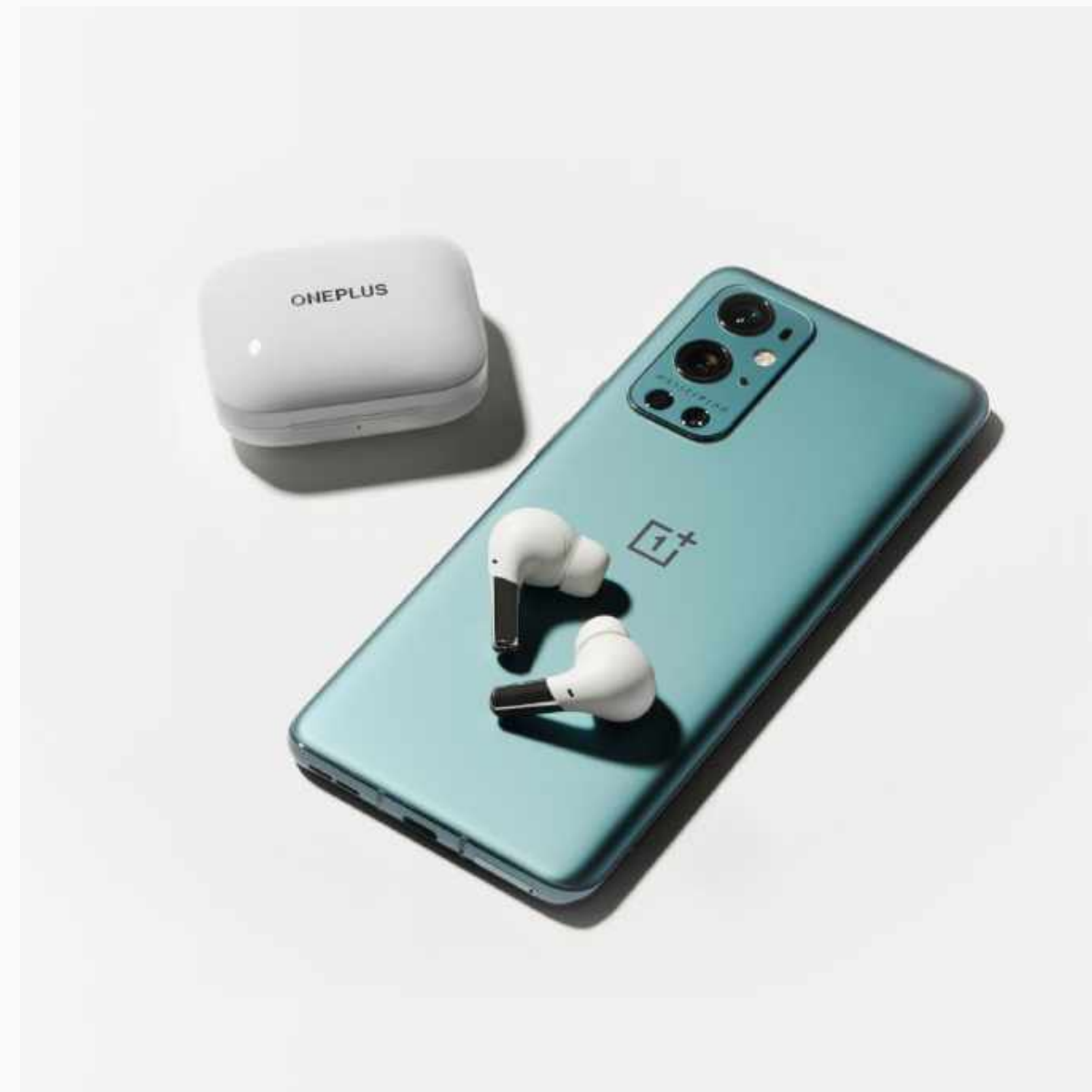
A Global brand from the start

A QUALITY APPROACH = CULT FOLLOWERS

Most Chinese mobile phone brands started in China first and then - once they had achieved some level of success - later expanded overseas. By contrast, the OnePlus brand was launched specifically for Global markets, with products and marketing built around Global customers. Owing to its young (cool) founder, Pete Lau, marketing at OnePlus was also, much more free spirited than most of the other producers (who are run more by technocrats).

This focus on getting things right for demanding customers in mature markets has won the brand a lot of respect among tech enthusiasts. OnePlus keeps its cult following engaged via its online/app communities.

OnePlus is owned by Oppo and uses the same production lines as its parent brand.



One Plus phones are consistently rated among the best Android devices (featured here is the 9 Pro).

The collage features three user-submitted ideas for OxygenOS:

- Hole punch camera notification alerts:** A user suggests notifications for the hole punch camera. The idea is by Amit_Mizrahi and has 560 likes and 374 comments.
- Dark mode to be black instead of grey, or at least option for both:** A user requests a pitch black dark mode. The idea is by ashhrmn, marked as 'Adopted', and has 395 likes and 218 comments.
- Classic layout to oxygen os 11:** A user requests a return to the classic stock Android look. The idea is by MatsuJ and has 297 likes and 189 comments.

Below the ideas is a five-step process flow:

- Submit your IDEAS for OxygenOS
- Public review and discussion
- Each round, TOP 7 will enter OnePlus Review
- Adopted IDEAS are implemented
- Once implemented, IDEAS are released to OnePlus devices worldwide

OnePlus has an active community for ideas submission, feedback and share - both online (and through a dedicated app)

A clear leader in its category globally

DJI IS AT THE CENTER OF NEW CATEGORY

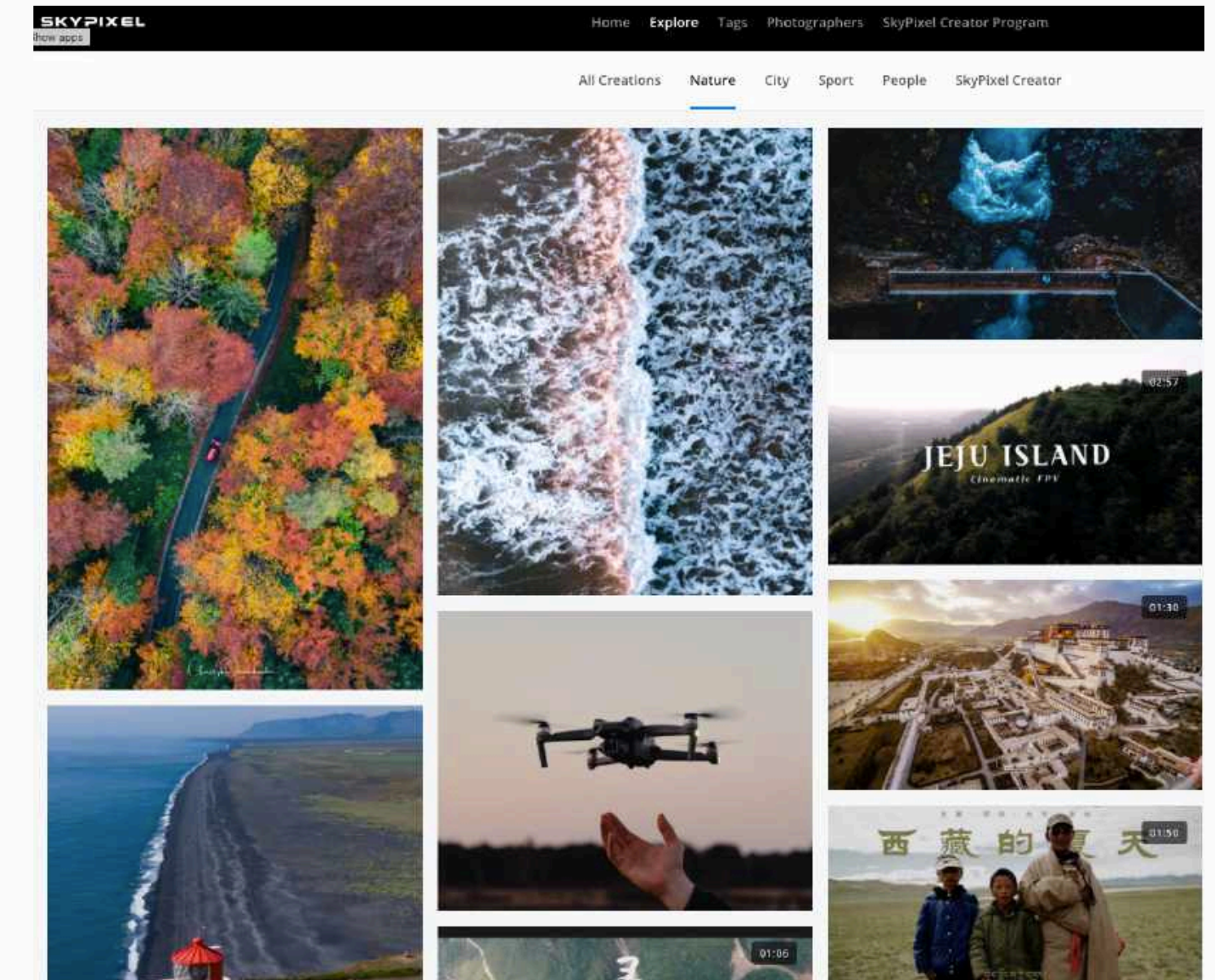
DJI has a dominant position in the global recreational drone market. They are a clear category leader, with a 70% share of the consumer market (with no other player in category at more than 5%).

It started its brand growth journey by targeting drone hobbyists and photographer communities - primarily in the US. And, they have stayed true to this community focused approach, combining hardware (drones and other camera gear) with content and community resources (for drone and photographer communities).

While DJI has a dominant position in hardware, it could go much further in terms of marketing and community building programs, to support the growth of drones as hobby (including drone racing, drone adventures and other pastimes).



With more than 70% share of the consumer drone market, DJI is expanding into other camera/film equipment.



DJI encourages creators to share their shots - high quality UGC perfect for social media

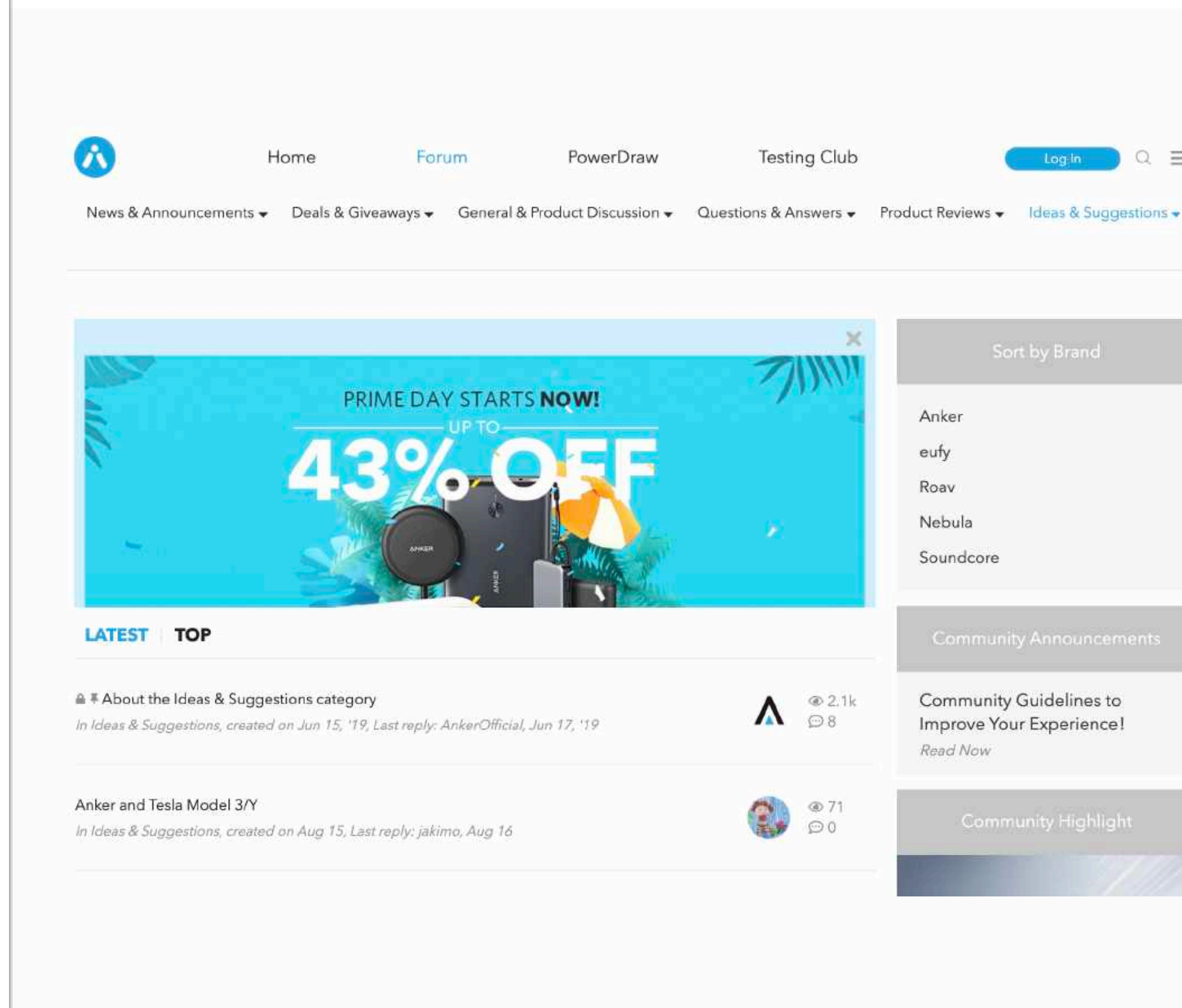
From Amazon bestseller to category leadership

COMMUNITY BUILDING ON AMAZON

Making its start on Amazon, Anker has been a category leader there for years. Anker stood out among other battery & charging devices with a precise keyword strategy. But what really fueled its growth was value – quality products at good prices.

After its initial success on Amazon, Anker started to build offline distribution channels, partnering with Walmart and Best Buy. This helped them reach more customers and raise awareness and credibility, which in turn helped drive sales online.

But Amazon is the core of its community. As one of the most reviewed brands on Amazon, Anker has built a strong community management capability. Its responsiveness to customer questions/comments have fueled new product ideation, development and launch.



Brian N

★★★★☆ **Failed after little use - Anker backed their warranty!**

Reviewed in the United States on July 29, 2019

Color: Black | Size: 6ft | **Verified Purchase**

I have been a fan of Anker products for years but this one is a real failure. I bought two in May (19) and with very little use the connections eroded away. My pictures sorta show the connectors are gone or are pushed back inside the connector. It is hard to get a good picture going to reach out to Anker and see how true to their word they are about their warranty. Anker's response.

UPDATE: Anker was awesome in reaching out and dealing with the issue. They were quick after submitting pictures of the items and they sent me replacements. I changed my stars. They lose a star for the hassle but I now have working cables.



42 people found this helpful

Helpful

Report abuse

The Community section on anker.com helps cultivate lasting relationships with core fans

Anker's customer service team on Amazon actively tackles client issues and provide solutions

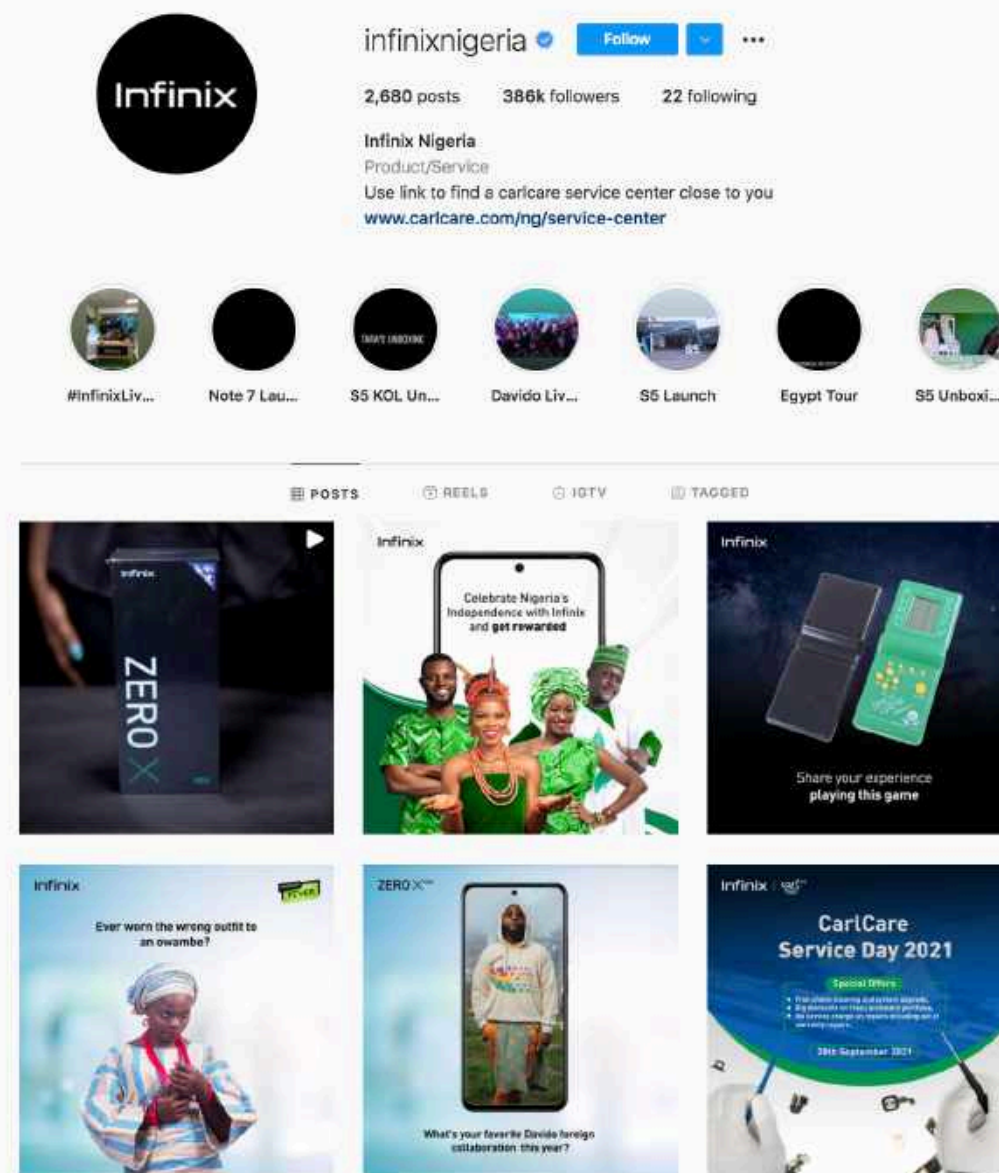
Product - Market Fit

EMERGING MARKET CHAMPIONS

Infinix was launched in 2012 with a strategy built on having a full lineup of mobile devices focused offered at great value, for emerging markets.

They developed specific models for specific markets, and took over these lesser-developed markets one by one. In 2013, Infinix launched the HOT series, which took the Nigerian market by storm. In 2014 they entered the Middle East market with the launch of the ZERO series. Then they developed the S series and opened their first experience store in Indonesia, followed by Colombia/Latin America, India, Morocco, Egypt and others.

Today, Infinix is the leading mobile brand in Africa, Latin America, Middle East, Southeast Asia and South Asia.



Infinix has done a very good job of localizing in key development markets, such as Nigeria, where they have 386,000 followers on Instagram

Infinix is supporting its global agenda with a headquarters & RD center in France, manufacturing in Pakistan.

BRANDS TO WATCH

Ecommerce platform dedicated to baby clothes ...and moms

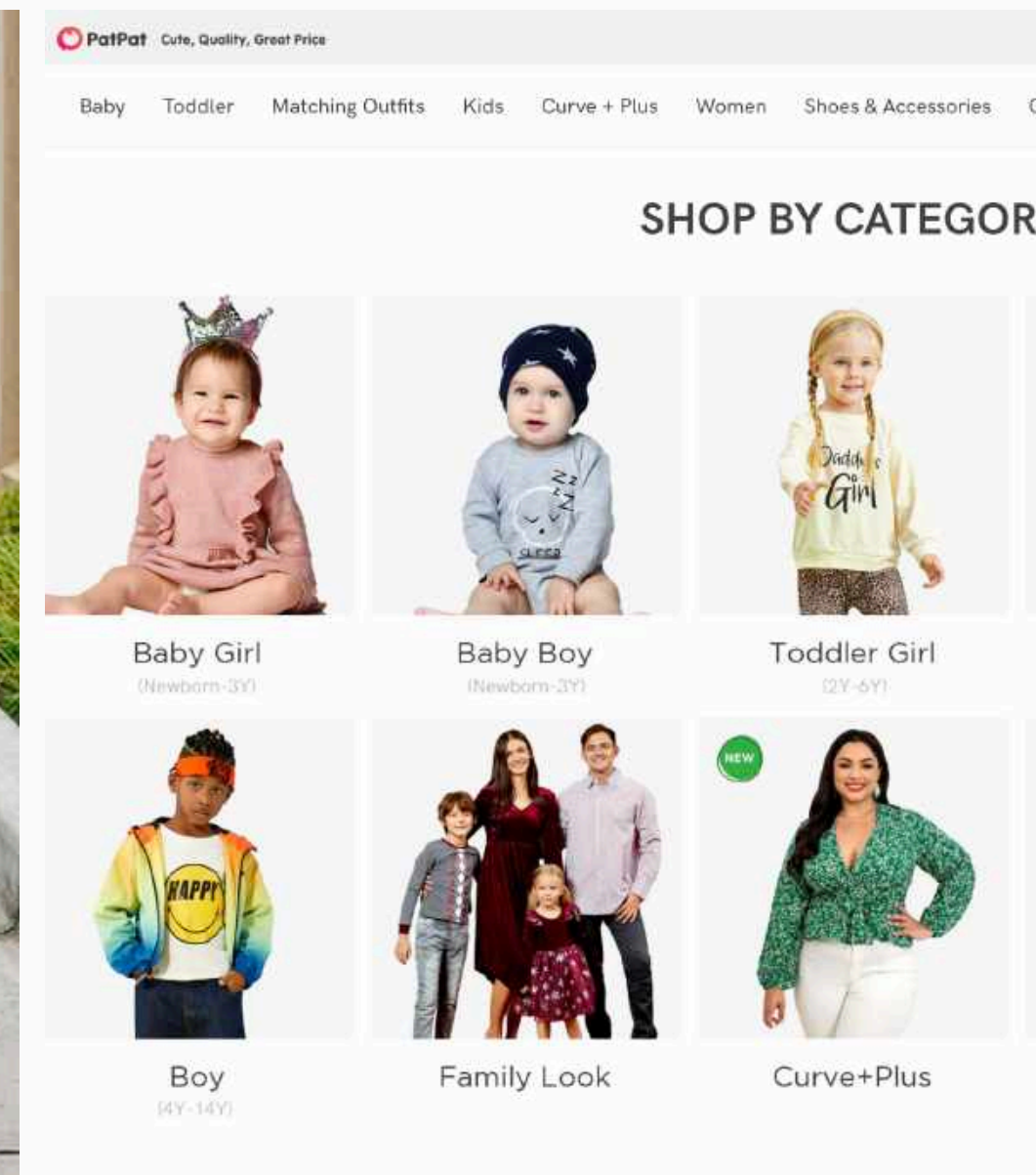
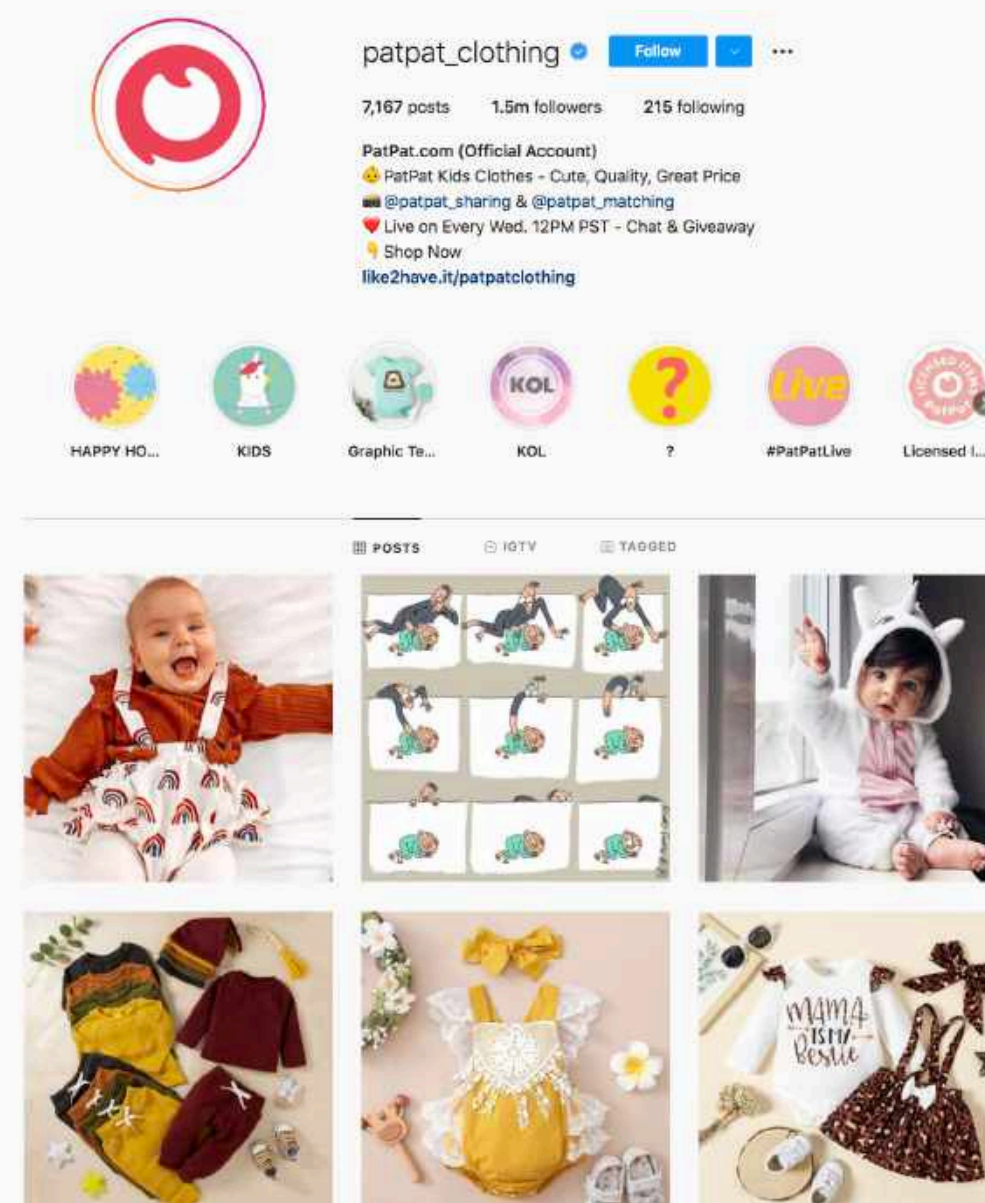
IS PATPAT THE NEXT SHEIN?

PatPat is an ecommerce platform, offering up an incredible array of products for children (and moms). Much like Shein has honed in on young women (primarily GenZ), PatPat has taken a keen focus on the mom demographic. PatPat has its sights set on being the “Shein for Moms.”

The parallels dont stop with demographic targeting. Like Shein, PatPat also incorporates the following:

- Tapping into a large number of factories to source and curate the best quality products
- A social media-first strategy for customer acquisition and merchandising (and data)
- Centralized warehouses for global distribution
- Rapid product planning supported by trend spotting, production and shipping of ever new designs

The brand also focuses heavily on building awareness through UGC content and influencer seeding on social media. It ranks #3 in our deck for followers on TikTok.



PatPat focuses on a specific audience (Moms), with social as key driver for merchandising and customer acquisition

Posturing to be at the heart of IoT and smart home industries

CONNECTING THE DOTS THE SMART WAY

Tuya is a leading IoT player working across multiple levels to bring smart home products more fully into view for consumers. They have created an impressive infrastructure to support IoT and smart home industries.

While IoT hardware (and components) are at the core of Tuya's business, it also supports the wider growth of the category with proprietary mobile apps, industry consultations and education programmes. In short, Tuya aims to be at the heart of a maturing smart home industry

At present, Tuya is more of a B2B player but as its networking hardware is embedded into a growing share of devices, it should - over time - become a noteworthy consumer brand (with its mobile apps and embedded tech acting as connective tissue).

Tuya by the numbers

220+ Countries and regions

1 min Develop an IoT app interface

< 10ms Cloud average response time



410,000+ SKUs



1,100+ Product categories



122 million+ Daily voice AI interactions

Hello future.



Tuya is a consumer brand in a similar way as Intel or Microsoft has been - it powers IoT devices and smart home technology but (as yet) is doing very little DTC marketing

Charging up to take on Tesla

SCALING UP FROM NORWAY TO EUROPE

Nio is a leading Chinese electric vehicle (EV) brand, with a premium edge to it. It looks like a Tesla killer.

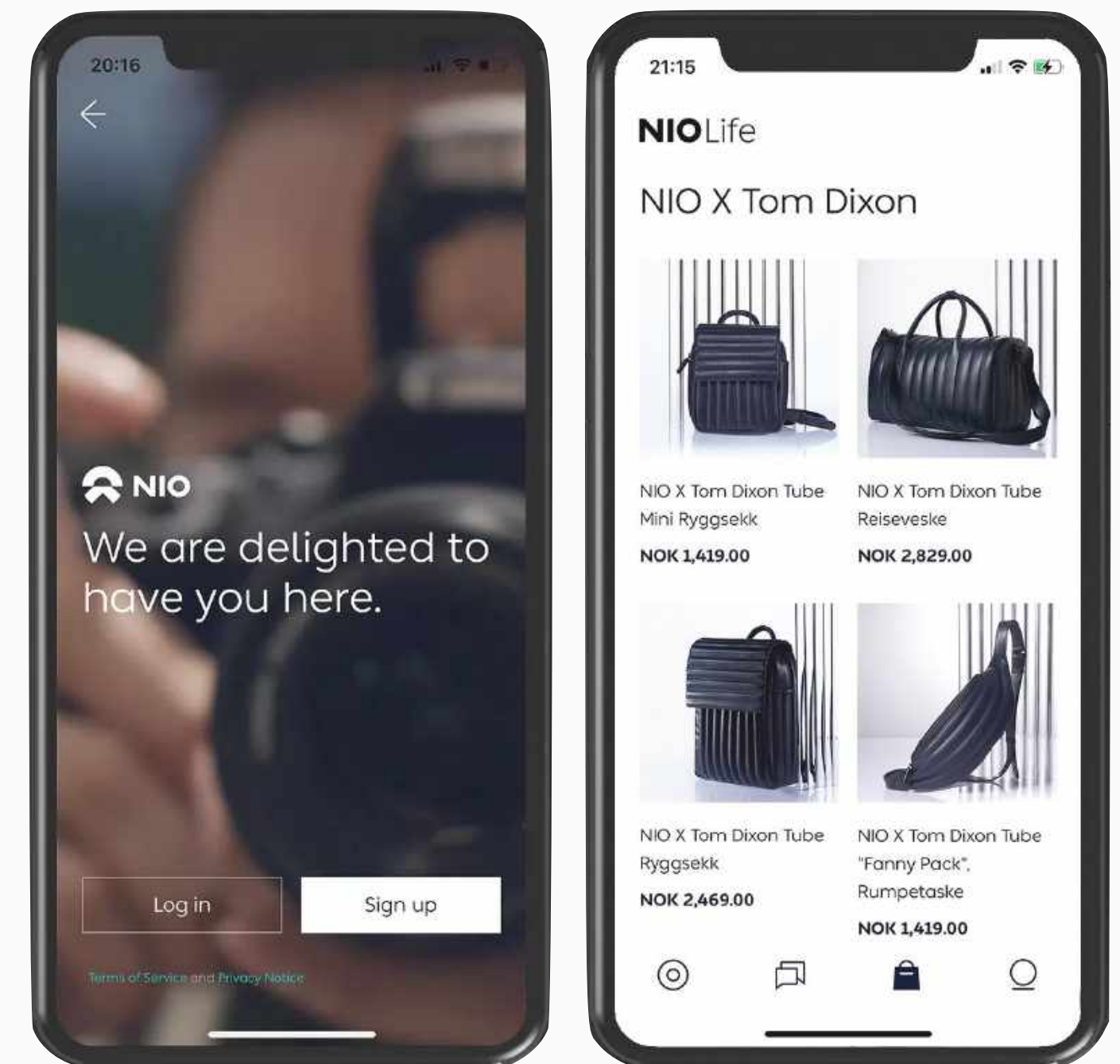
Combining high-end specs, designs and brand fidelity, with lower prices (than Tesla), Nio has a real shot at becoming a global leader. Its applications to test autonomous vehicles in California speak to its US ambitions. But its first goal is Europe.

Earlier this year, Nio launched into Norway, supported by a flagship store, “Nio House” in Oslo, together with a mobile app and localized marketing & PR. While it is playing catch-up with other Chinese EVs, its approach to quality and localization should slingshot it forward. Its overall package feels at home in Norway, like something European and familiar.

Norway's mandate to be all electric by 2025 has made it a choice market for Chinese EV brands. And as a small but affluent market, its likely a good place to incubate success and scale from.



Nio House in Oslo serves as a anchor point for the brand in the local community, a beacon of trust and symbol of commitment. Its the capstone on a premium brand/product story.



The Nio mobile app further supports launch efforts per market. The app features product information, news, service/support and loyalty benefits.

Finding the right balance between domestic & global growth

WILL PERFECT DIARY TRY TO GO GLOBAL?

Perfect Diary has displaced a number of Global brands in China to lead the color cosmetics category. In China, Perfect Diary is renowned for its digital marketing prowess (eg. private traffic and social CRM on WeChat). As it eyes global expansion, the brand (and parent company Yatsen) will be looking to apply its formidable playbook into new markets. The Perfect Diary brand has targeted South East Asia for its first move outbound.

At the same time, parent company Yatsen has acquired two overseas brands; Galenic and Eve Lom. It will be interesting to see whether Perfect Diary becomes the vehicle for growth internationally or Yatsen uses its acquired overseas brands to scale. By using the acquired brands they may be able to more easily avoid some of the stigma that comes with China brand provenance.

Perfect Diary launches 5-6 new SKU's per month. Consumer data support rapid R&D. Analyzing reviews for thousands of lipstick colors, it was able to hone in on the insights that helped launch one of its top selling products, Black Diamond.



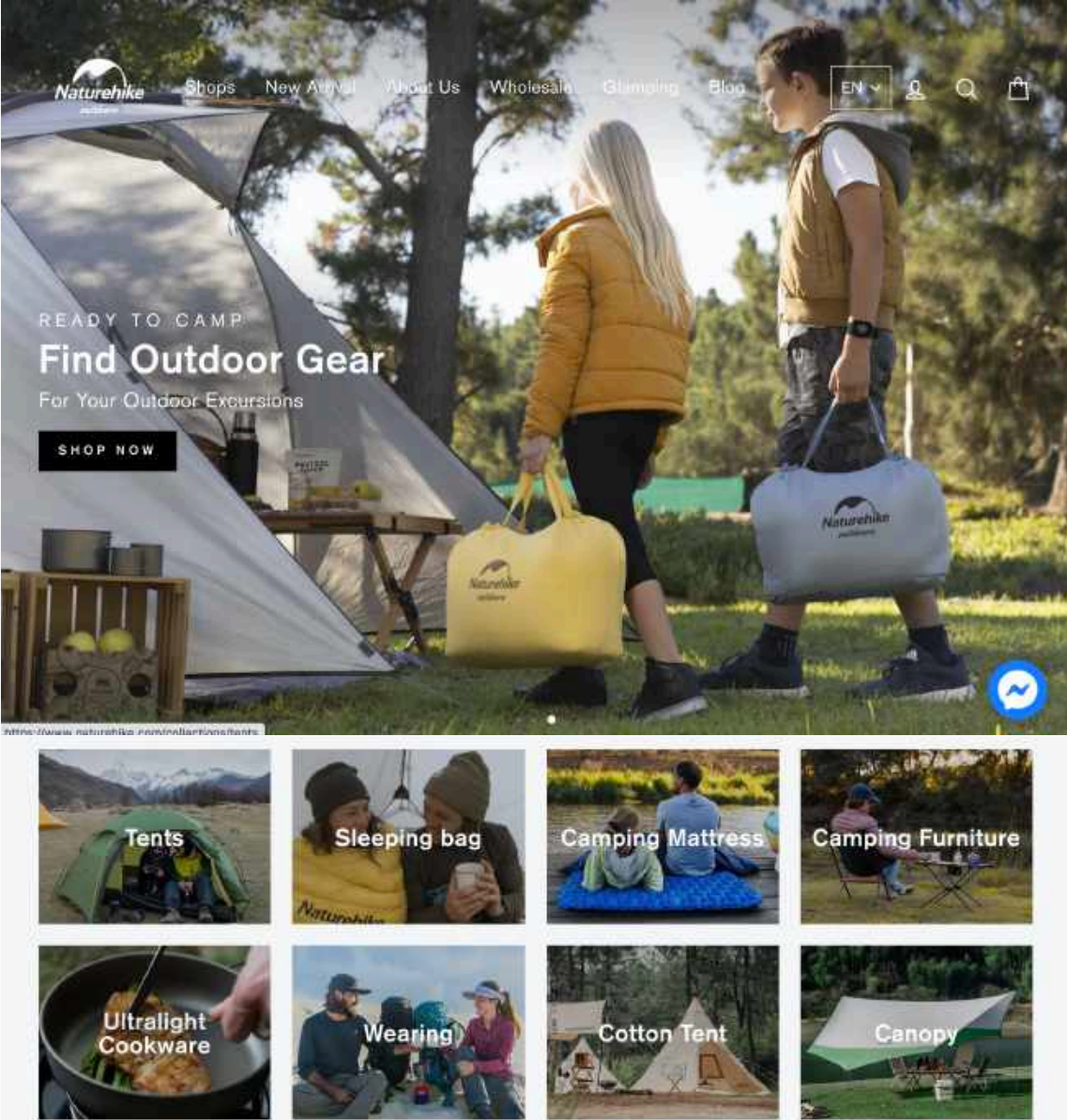
Australian singer, Troye Sivan has been tapped as a brand Ambassador for Perfect Diary. Further international affinity was established via a brand collaboration with Discovery Channel for an animal themed line of eyeshadow.

A model of focus and consistency

TAKING THE GREAT OUTDOORS ONLINE

The majority of ecommerce players from China fail to apply simple rules toward brand identity, content and product merchandising. The prevailing attitude is one of unfiltered opportunism, where more is considered more.

Naturehike has done an admirable job in presenting a clear, consistent image, together with a product range that is focused and clearly branded. While its brand name (“Naturehike”) is awkward in English, it has many of the ingredients for success.



Naturehike Website is well branded



Instagram account is clean, consistent

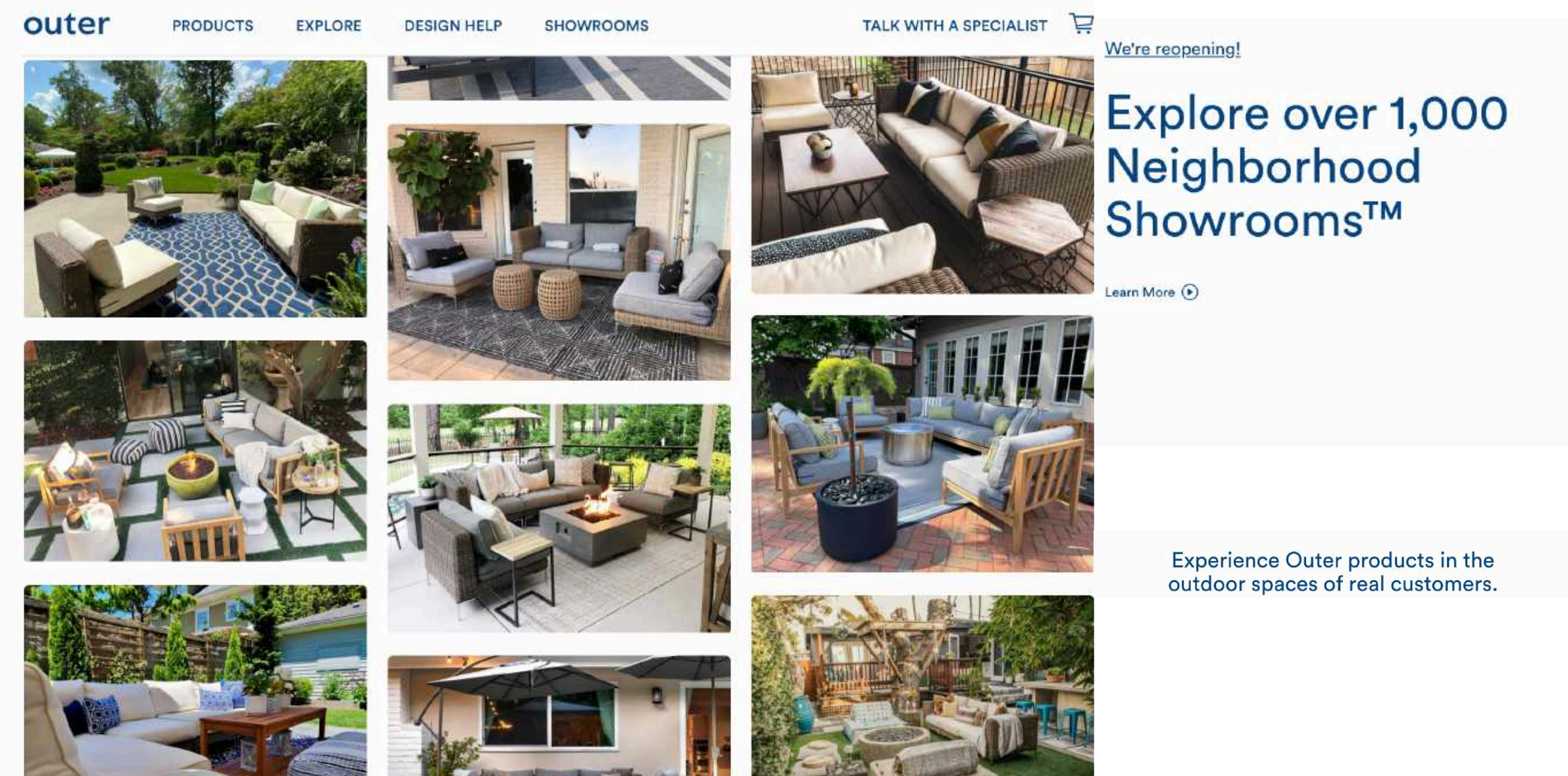
A California - China outdoor furniture brand

TURNING BACKYARDS INTO SHOWROOMS

Outdoor furniture brand Outer was named as one of the fastest growing DTC brands in the US in 2020, by Business Insider. Outer's operations straddle California and China. And in many ways it marries the best of these two places; incredible access to design and manufacturing from China, and innovative marketing and community management from California.

Outer complements a strong product and brand identity, with a community driven approach to product merchandising. With its "Neighborhood Showrooms" would-be customers can visit the backyards of Outer patrons (or simply view images and videos of homes with Outer furniture) in close proximity.

Outer's "neighborhood showrooms" are less expensive, more scalable (for new geographies) and help foster customer loyalty. By giving ambassadors an opportunity to showoff, they also facilitate more word-of-mouth, and higher repurchase rates.



"Neighbourhood Showrooms" are used to scale community development into new geographies. The program allows would-be customers to visit the homes of people who already have purchased furniture from Outer.

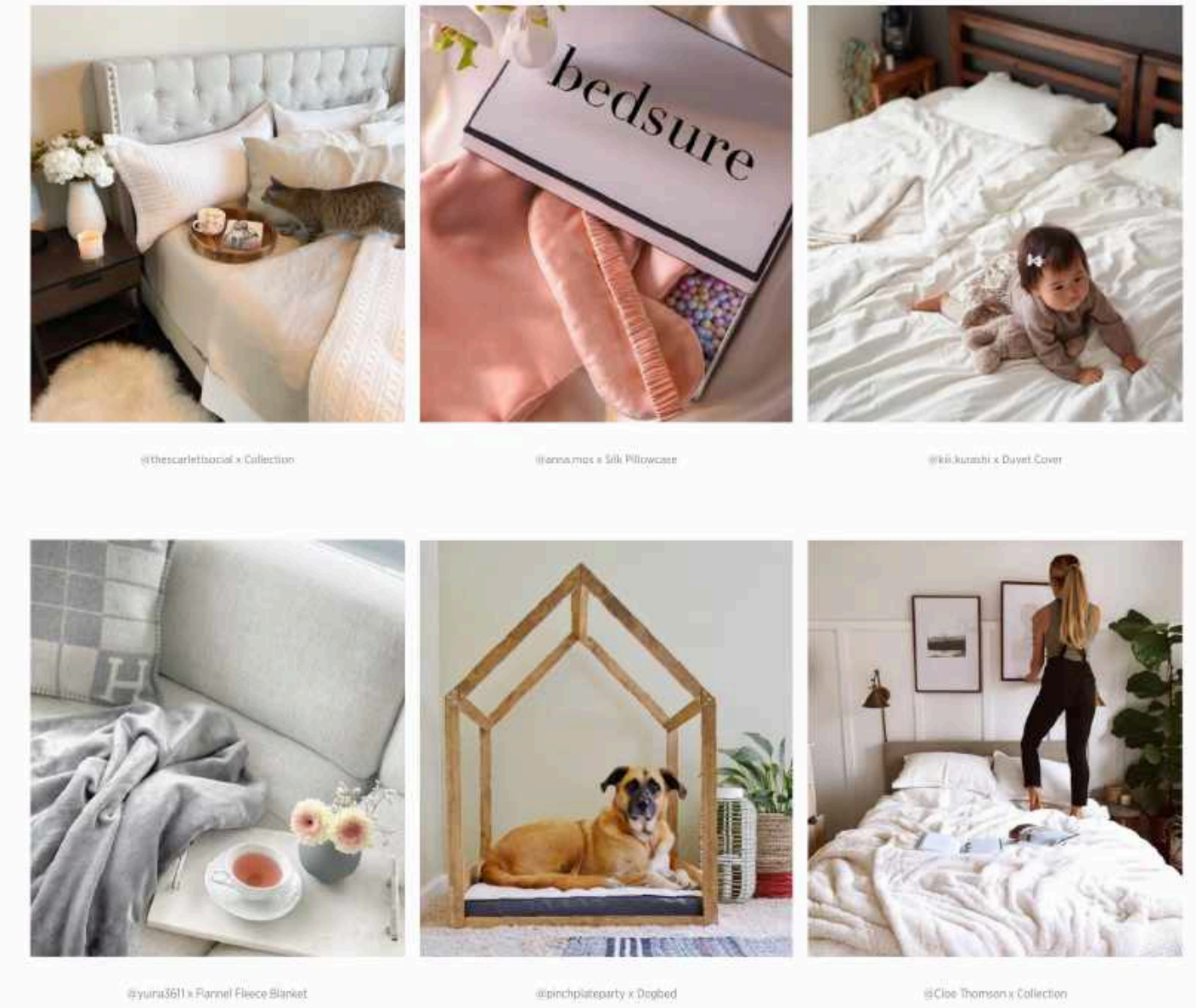
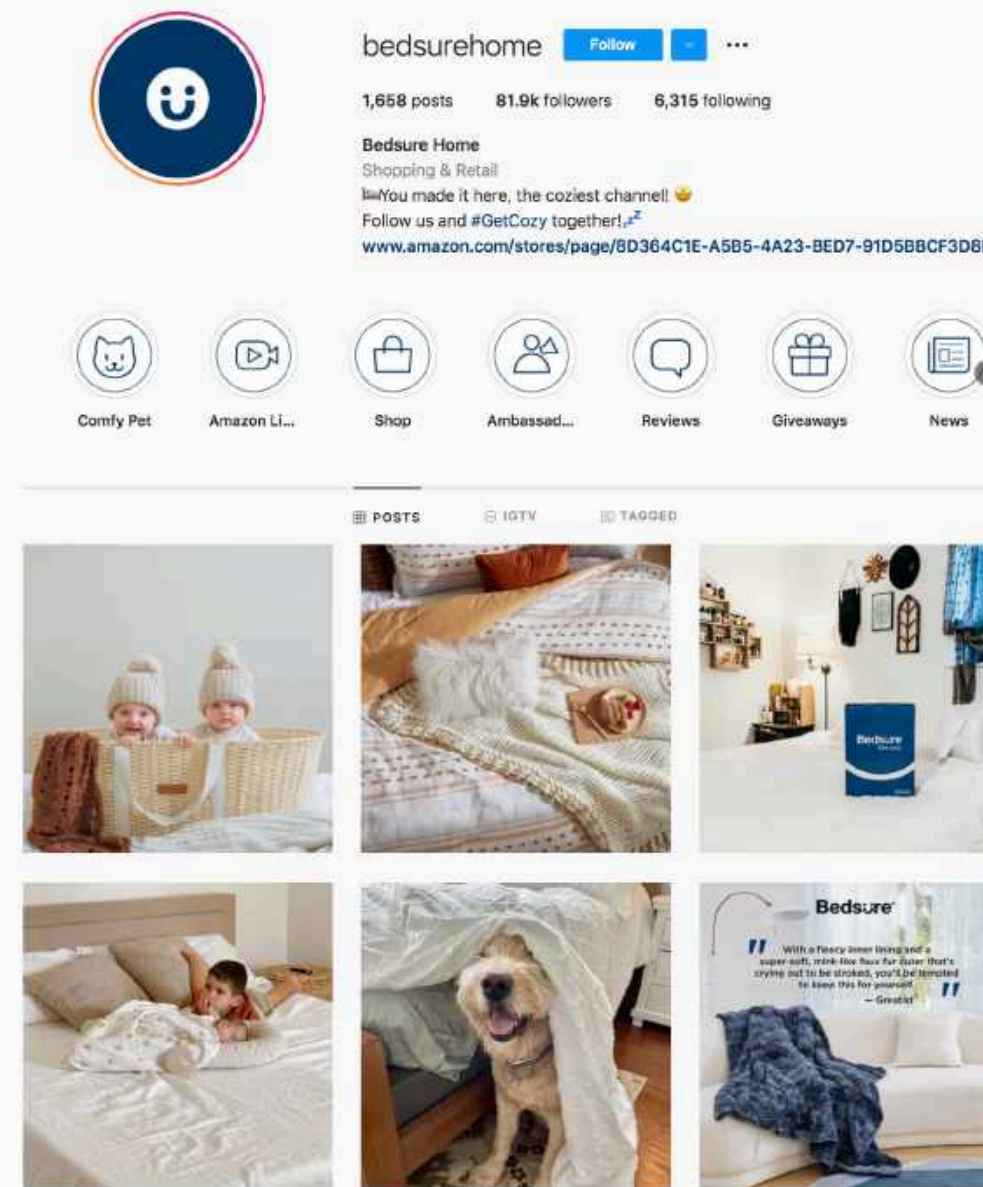
A leader in the Amazon's US bedding category

SUPPLEMENTING AMAZON SUCCESS WITH DTC

Bedsure is a leader in Amazon's Home & Kitchen category for the US market, with a CAGR of 100% in the past five years.

Building on its initial success through Amazon, Bedsure has added its own Website (for DTC) and has ramped up social commerce efforts on Instagram.

In support of its growing Instagram operation, it also has a very interesting program for co-creating and co-marketing bespoke products with Influencers. These influencer collaborations help scale reach and credibility for the brand.



Bedsure has done a good job in consistently branding its products and image

Bedsure has realized major gains with its influencer programs. It co-creates products with influencers, influencers build reach and credibility.

A Billion dollar company built around collectible toys

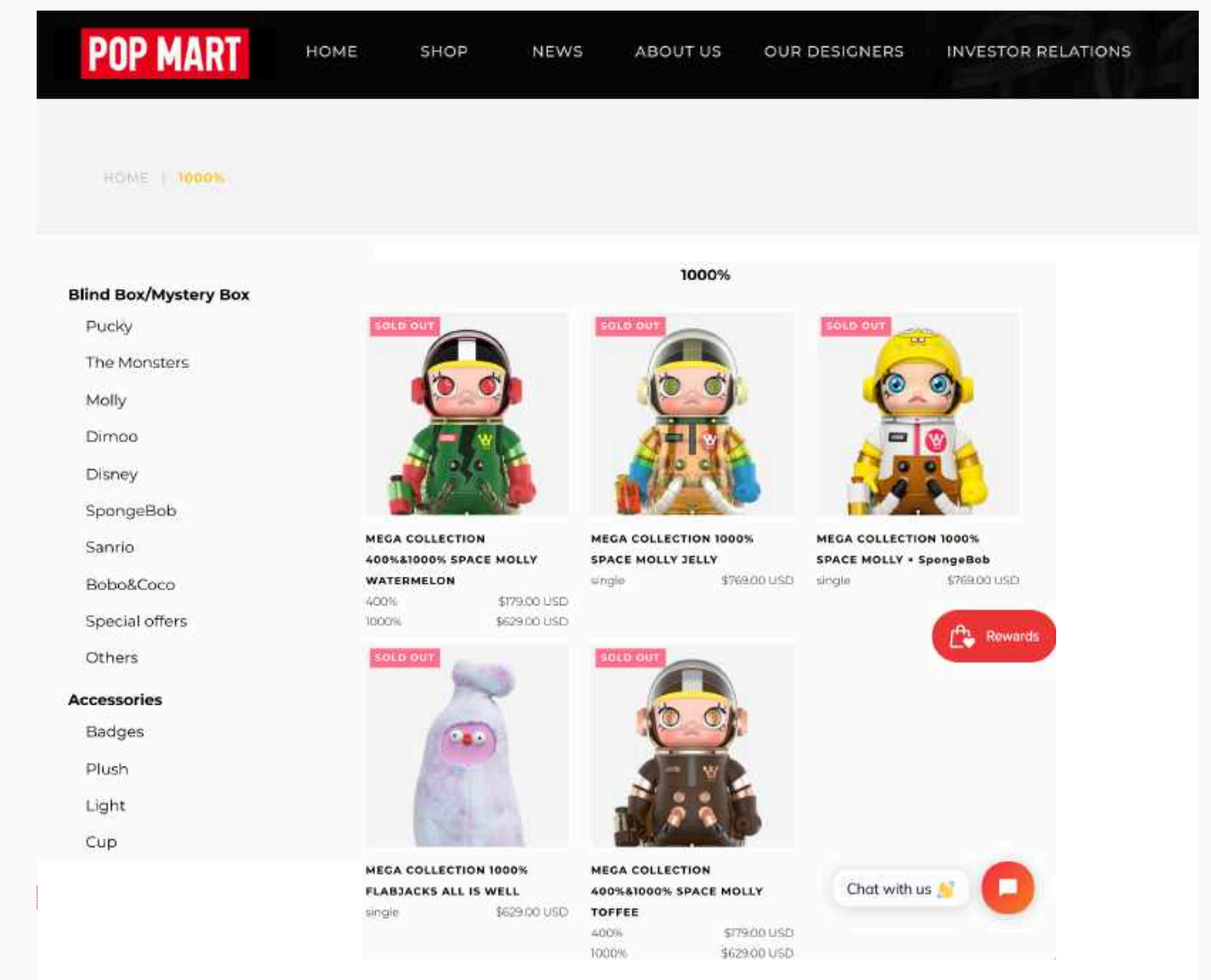
ADAPTING POP CULTURE IS TRICKY

Pop Mart has made a name for itself with toy collectors (and speculators) in China. It sells unique (often limited edition) figurine collections packed in mystery boxes, sold through vending machines and ecommerce sites. Pop Mart is a pop culture sensation at home in China.

Its advances internationally are still modest (when compared with China) but it has started to move forward, into new markets. To support this expansion, Pop Mart partnered with AliExpress, launching campaigns into South Korea and Canada.

They reportedly sell to over 20 countries with more than 200 stores and over 1,000 vending machines.

International sales increased by 176% in 2020.



In addition to their own designs and collaborations with designers, Pop Mart have done numerous IP collaborations; Disney, Harry Potter, Sanrio.

Pop Mart's collectible figurines are (often) very, very expensive and carry with them a highly speculative promise of price increases.

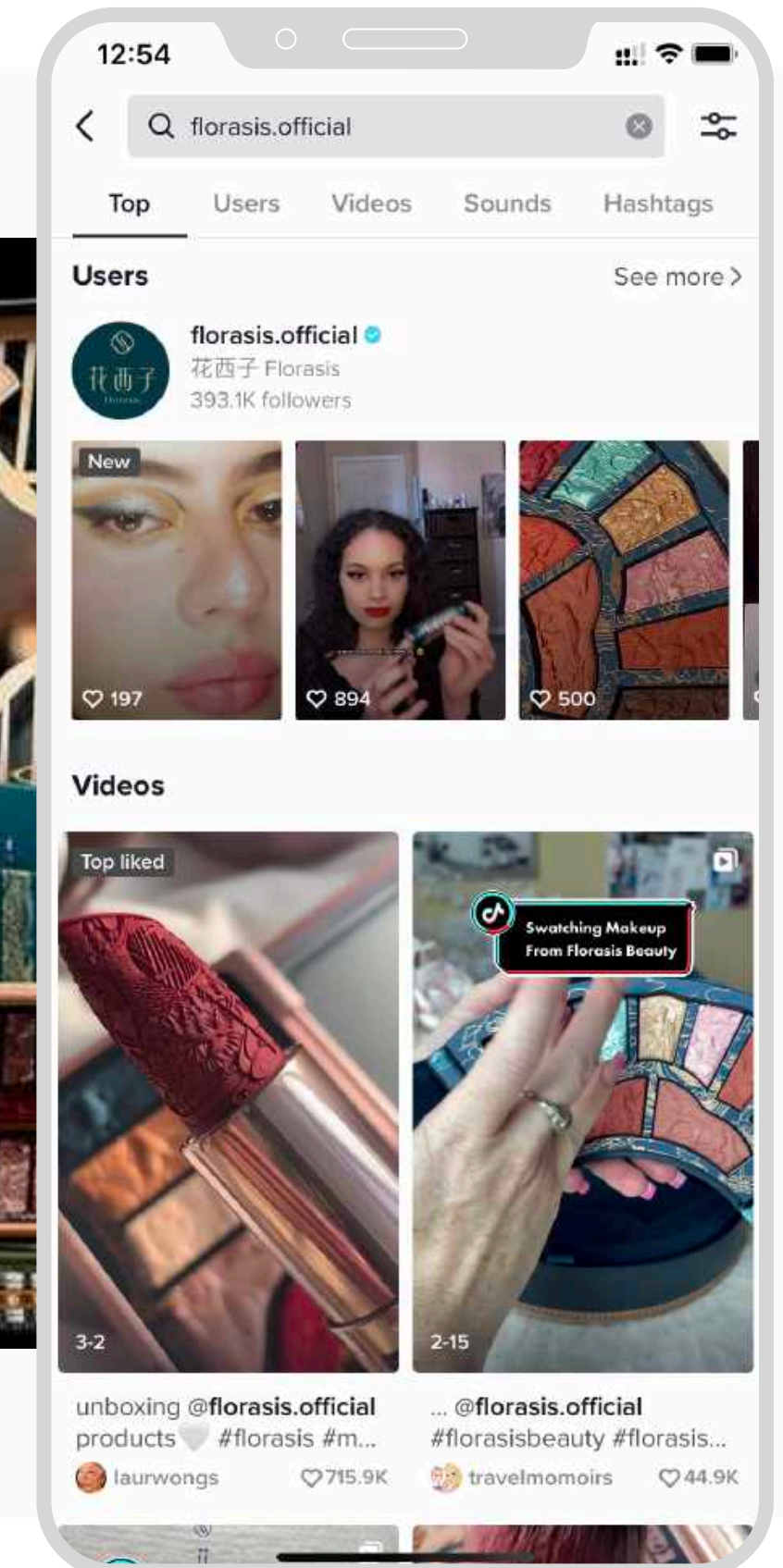
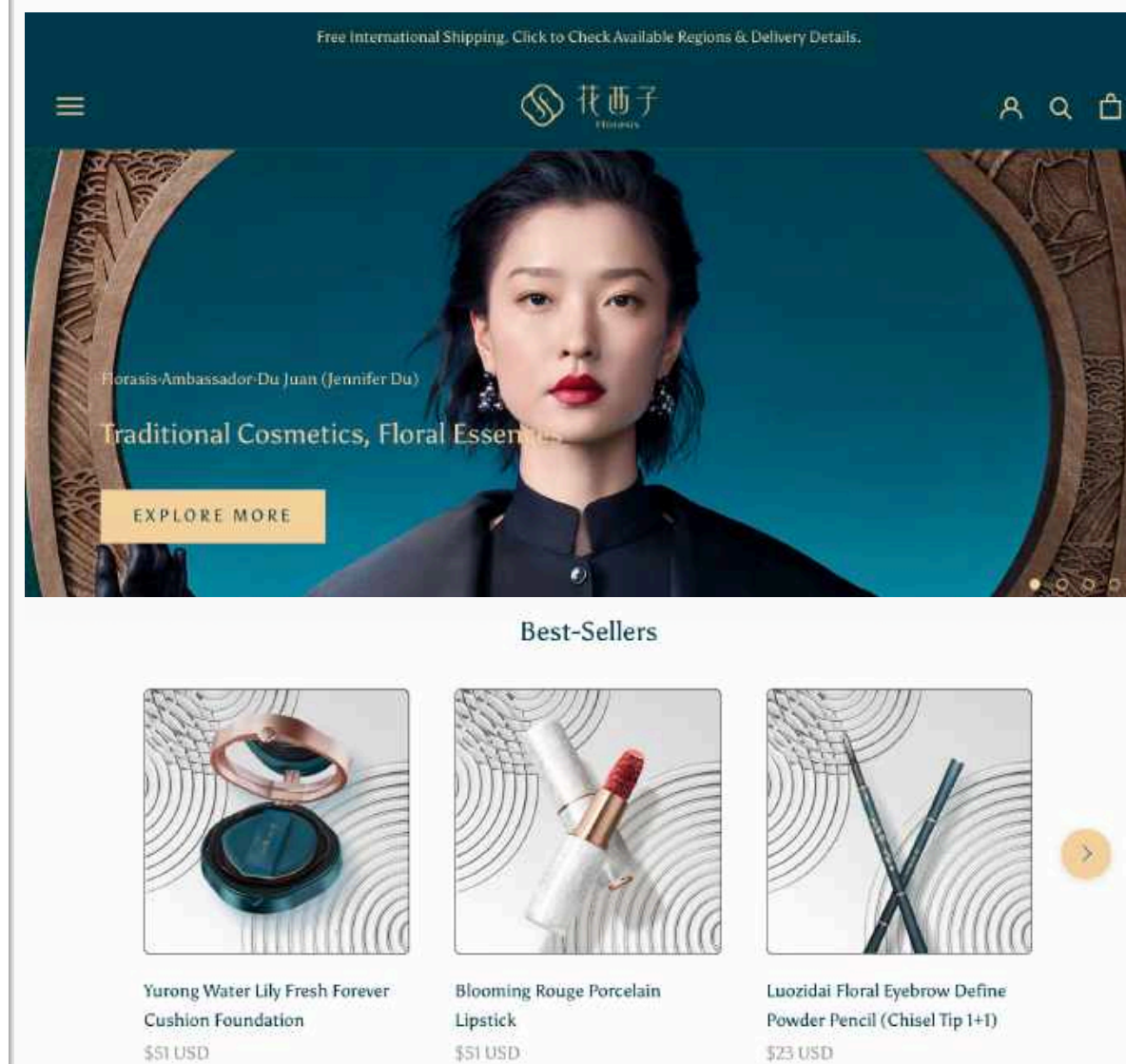
A distinct identity inspired by classic Chinese design

BRAND DISTINCTIVENESS FUELS GROWTH

Florasis sits outside our Top 100 list of Chinese brands going Global. However, its distinct identity and incredible commitment to building depth into its brand story, make Florasis a 'brand to watch.'

To be fair, Florasis has not yet put much effort into its Global expansion, opting to consolidate its position in China first. Look for that to change quickly, as it has put in place the building blocks for international success, with a well designed Website and presence across key social channels.

So far, TikTok has yielded the brand some promising traction. Its distinctive identity and products have supported rapid growth in followers and views. At last count, Florasis had over 390,000 followers on TikTok.



Florasis is very early in its efforts to expand globally but has a crystal clear brand identity AND is gaining solid traction on TikTok.



BRANDS BY REGION

73 NORTH AMERICA

79 SOUTH AMERICA

83 ASIA

88 EUROPE

93 MIDDLE EAST

97 AFRICA

101 OCEANIA

Chinese brands expanding internationally are not yet applying focused regional strategies, generally opting more for a spray-and-pray approach with wide geographic coverage.

To support this broad geographic ambition, Chinese brands are employing an array of ecommerce channels, together with offline distribution networks. To-date, there has been very little concentrated brand building and effort given to localization per region.

Developed markets (US, EU) are viewed as the ultimate prize, but in most cases, emerging markets are more promising for the majority of Chinese brands. While the top brands (eg. DJI) have the resources and category strength to succeed in mature markets, there are - as yet - very few brands with that kind of brand power.

The vast majority of Chinese brands are more suited to emerging markets where costs of marketing, competition and customer perceptions are more forgiving. South America, Middle East, Russia, Asia and Africa are the markets which are seen as low hanging fruit for less mature brands.

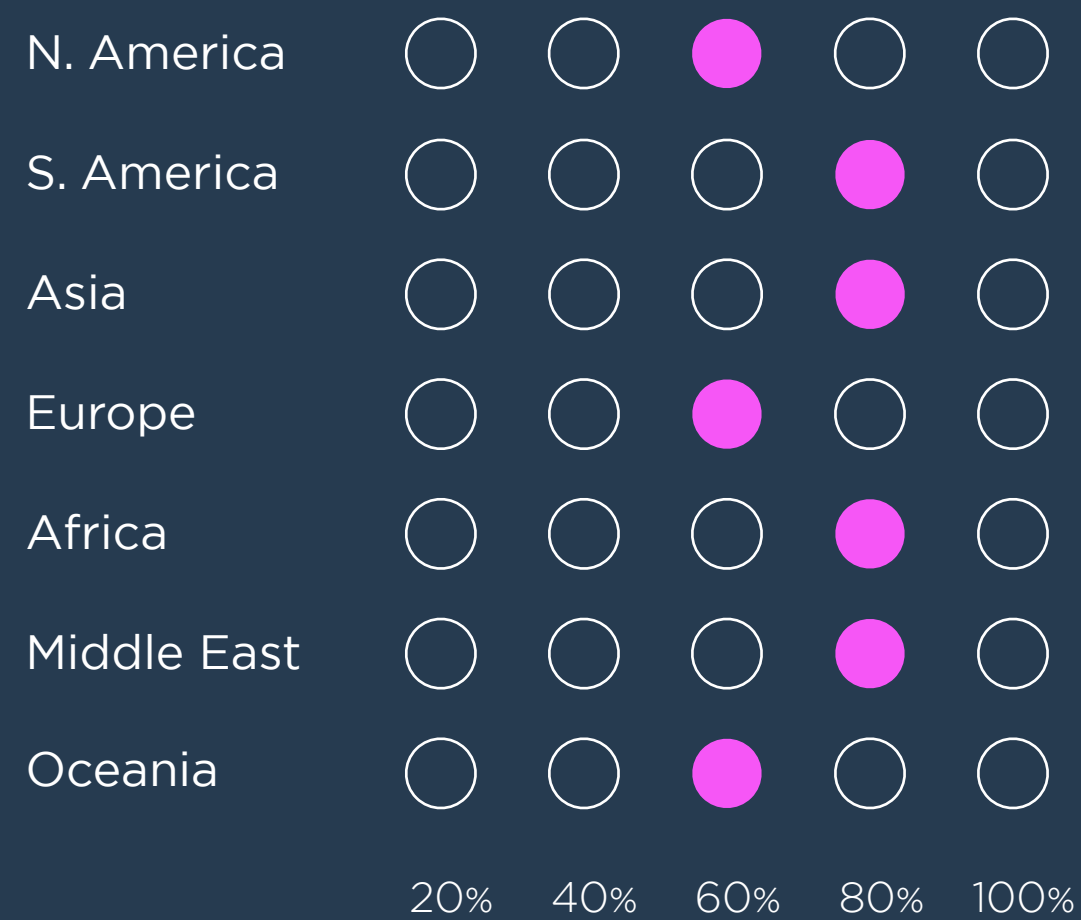


BRAND CHINA CHALLENGES

While Chinese products and brands have largely overcome questions of quality, there are challenges to overcome in building affinity and favorability.

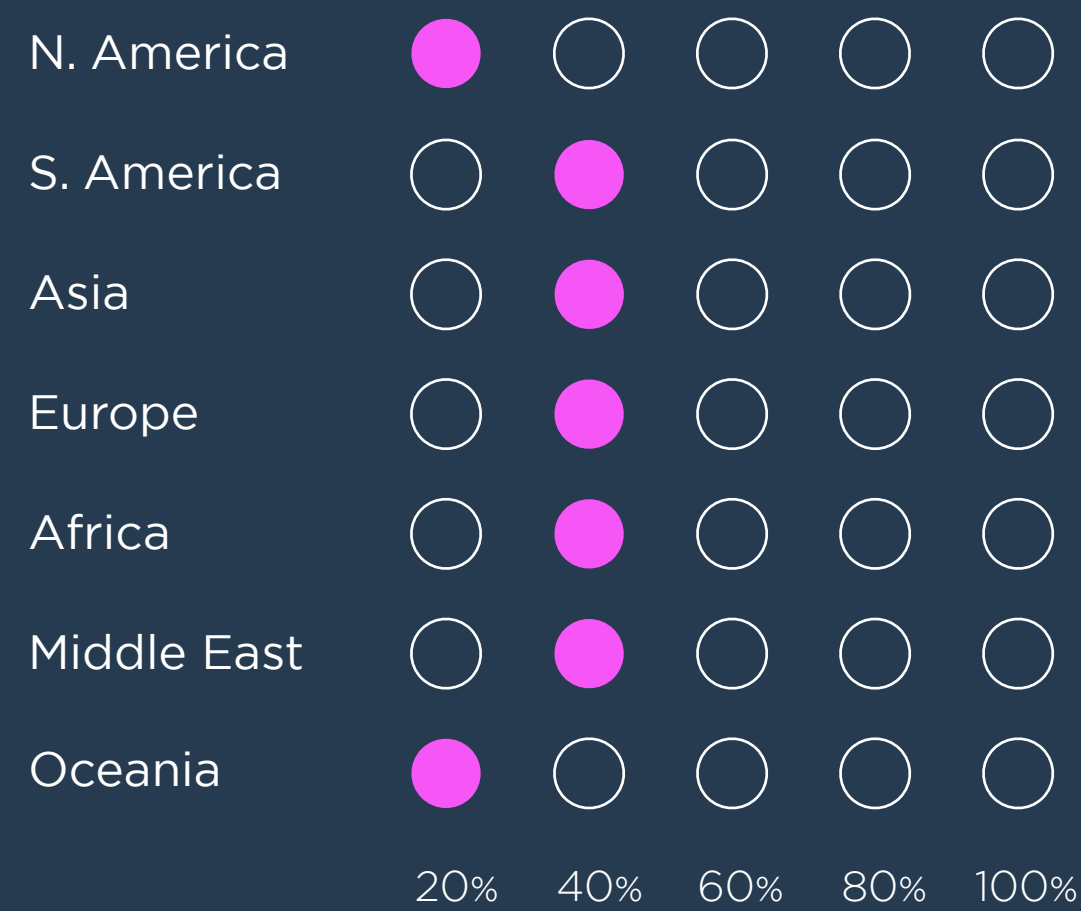
QUALITY OF PRODUCTS FROM CHINA

Rate the quality of brands from China



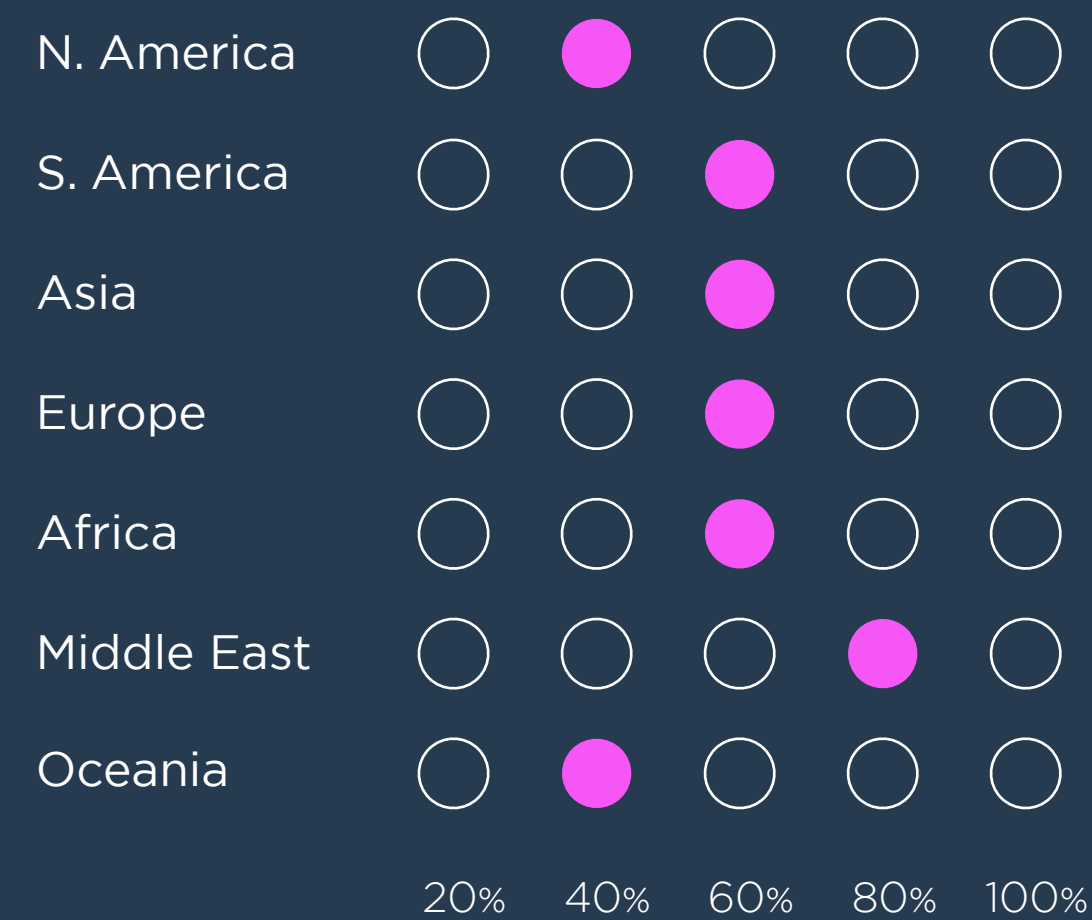
FAVORABILITY TOWARD CHINA BRANDS

Rate how favorable you are to Chinese brands.



WILLINGNESS TO BUY CHINESE BRANDS

How willing you are to buy brands from China.



AVERAGE BRAND RECOGNITION

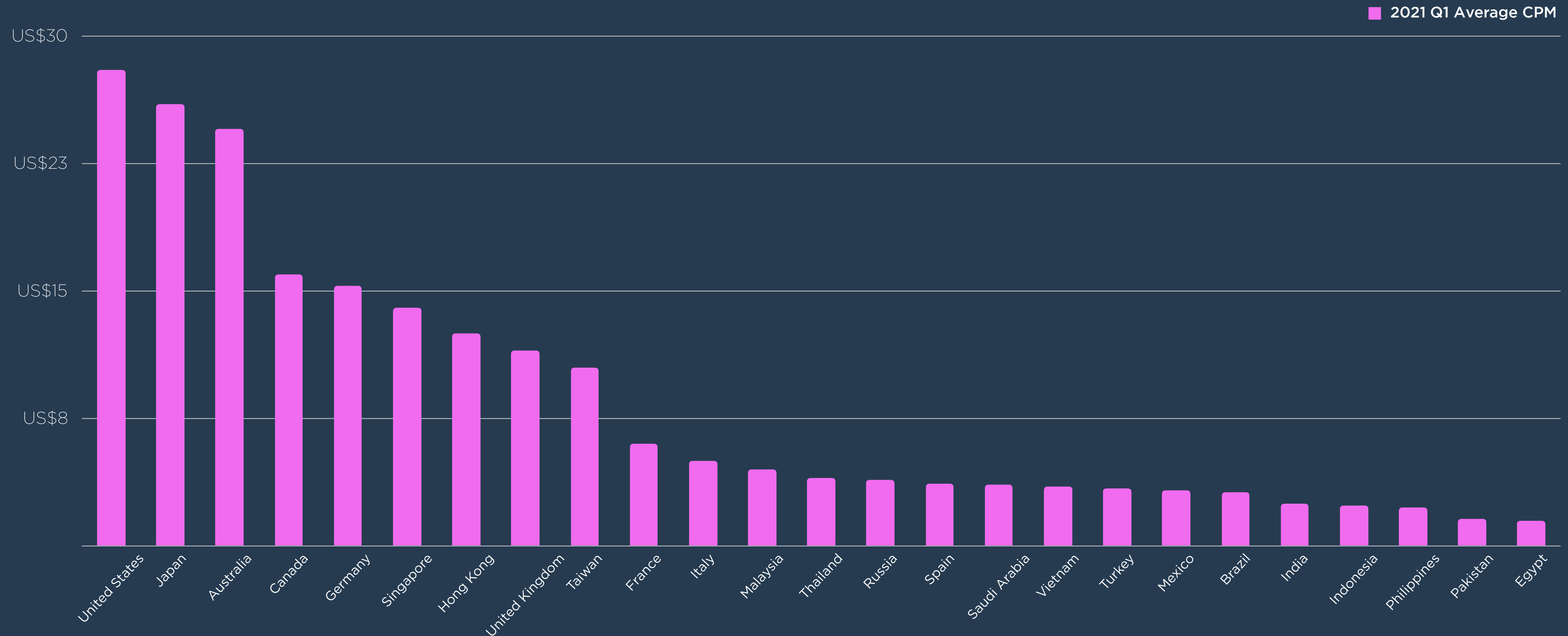
How many Chinese brands can you name?



MARKETING COSTS/REGION

With digital ads being the key component of global marketing expenses, there is a growing interest among Chinese brands to focus on geographies with lower unit costs.

FACEBOOK ADS AVERAGE CPM BY COUNTRY



NORTH AMERICA

There is a considerable variation in this region from highly mature, affluent US/Canada to emerging markets in Central America and the Caribbean.

While the US is viewed as a prized market for Chinese brands, protectionism and tariffs, have presented challenges. Despite the barriers, US/Canada are included in most Global mandates, as English is a global language and ecommerce is well supported here.

Mexico and Central America are garnering a lot of attention as new areas for investment and growth. Ad costs and favorability also work in favor of Chinese brands in these countries.



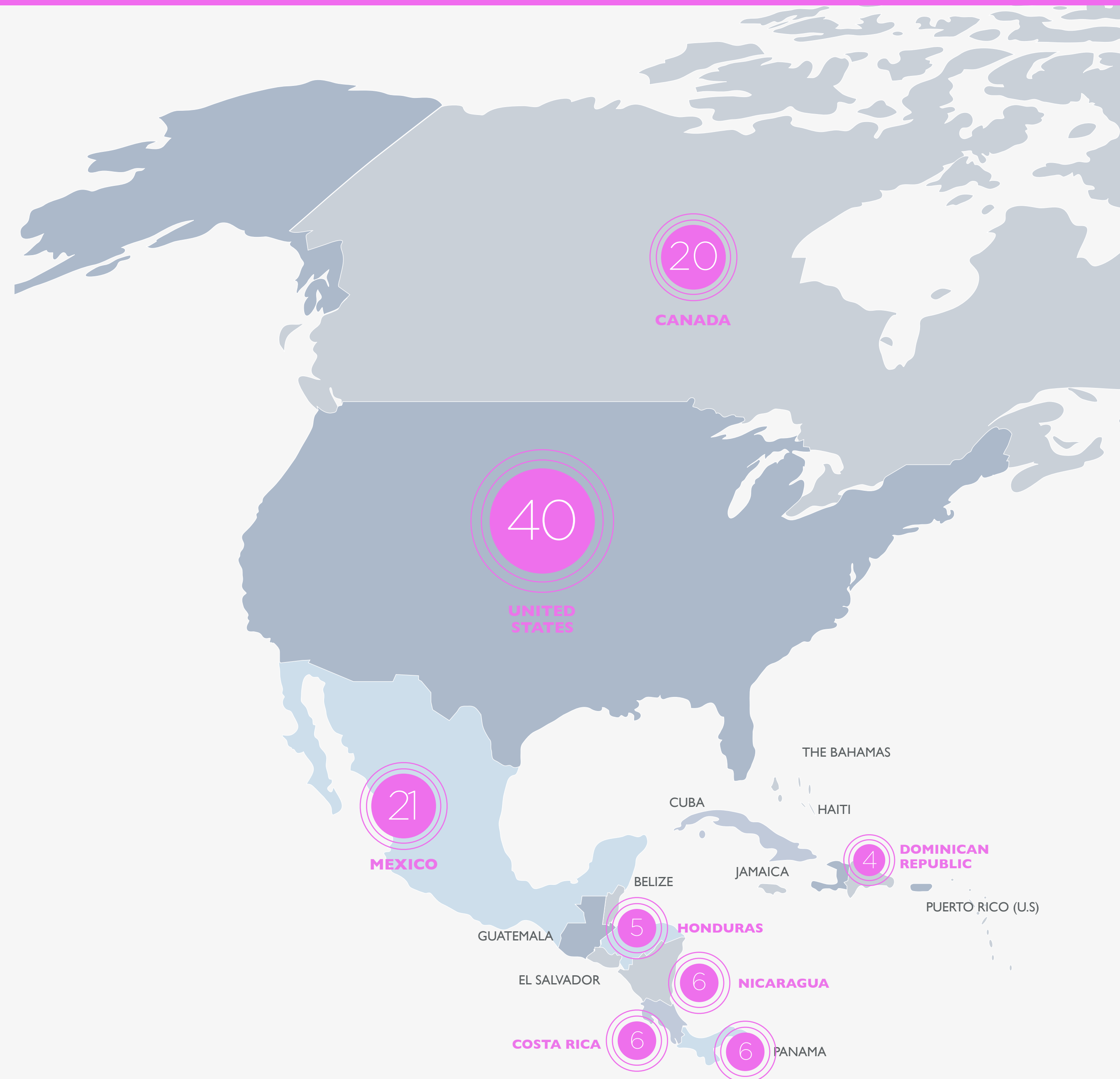
N. AMERICA

Population: 579 Million

GDP (ppp): US\$23.7 Trillion

GDP per capita: US\$45,560

68.5% Of Chinese Brands Present

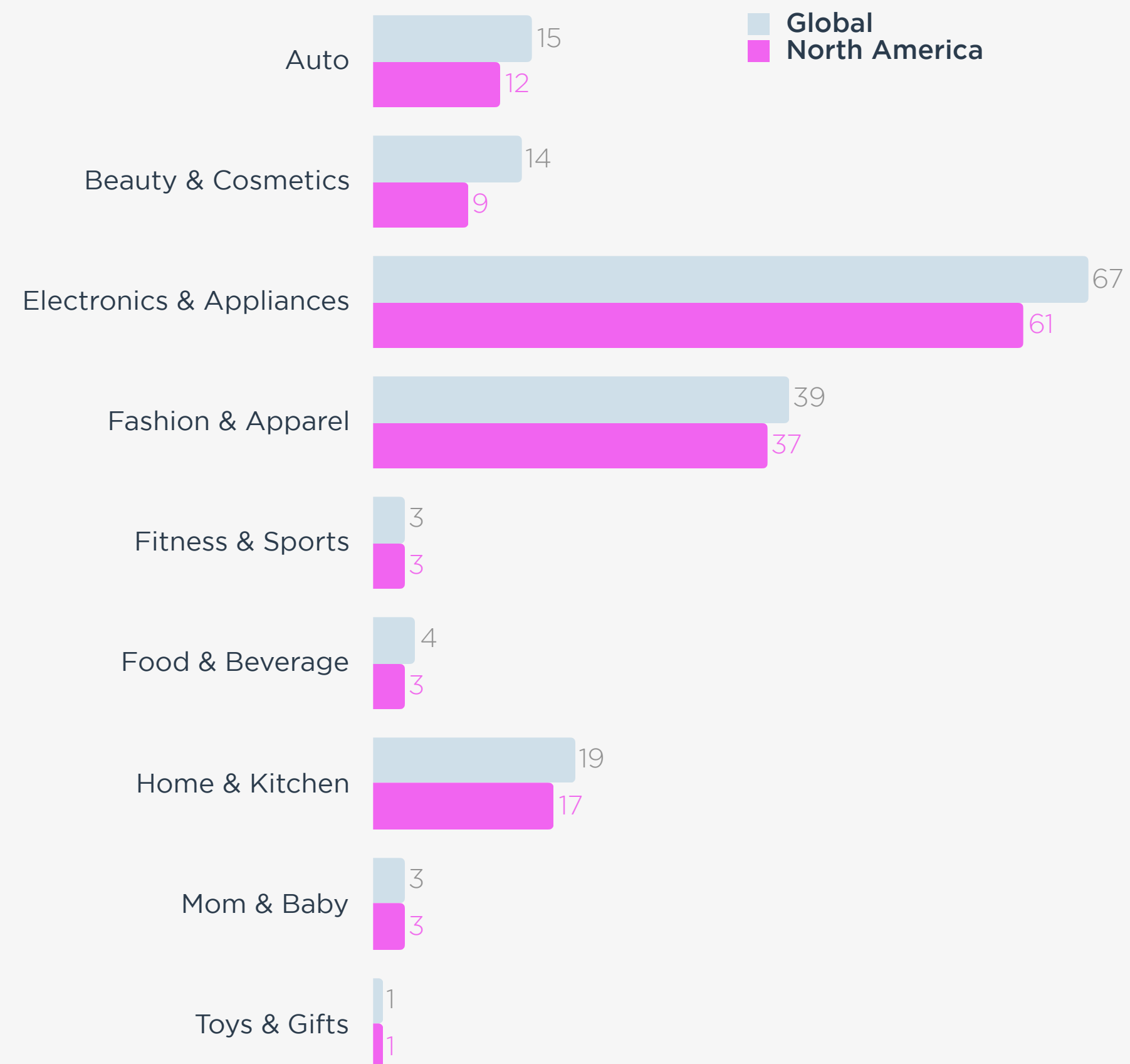


NORTH AMERICA: BRANDS BY CATEGORY

Categories Where Chinese Brands Are Penetrating

NUMBER OF BRANDS BY REGION (PER CATEGORY)

As measured by country-specific Web presence



BRANDS PRIORITIZING NORTH AMERICA

Countries which rank 1-3 for the brand in global web traffic

Company	Category	Hero Product	Country	Global Rank for Brand
Sheln	Fashion & Apparel	Women Clothing	US	1
Lenovo	Electronics & Appliances	Laptop	US	1
OnePlus	Electronics & Appliances	Smart Phone	US	1
dji	Electronics & Appliances	Drone	US	1
patpat	Mom & Baby	Baby Clothes	US	1
Anker	Electronics & Appliances	Portable Power, Docks	US	1
Zaful	Fashion & Apparel	Swimsuit	US	1
JJ's house	Fashion & Apparel	Wedding Dress	US	1
CUPSHE	Fashion & Apparel	Swimsuit	US	1
Ecovacs	Electronics & Appliances	Cleaning Robot	US	1
Haier	Electronics & Appliances	Fridge	US	1
Mobvoi	Electronics & Appliances	Smart Watch	US	1
Blackview	Electronics & Appliances	Smart Phone	US	1
Unice	Fashion & Apparel	Wig	US	1
iLife	Home & Kitchen	Vaccum Robot	US	1
amazfit	Electronics & Appliances	Smart Watch	US	1
Aosom	Home & Kitchen	Home	US	1
Lilysilk	Fashion & Apparel	Silk Clothes	US	1
Moutai	Food & Beverage	Hard Liquor	US	1
Ever Pretty	Fashion & Apparel	Women'S Fashion	US	1

NORTH AMERICA: BRANDS BY CATEGORY

Categories Where Chinese Brands Are Penetrating

Company	Category	Hero Product	Country	Global Rank for Brand
Kastking	Fitness & Sports	Fishing Gear	US	1
Tsingtao	Food & Beverage	Beer	US	1
Snapmaker	Electronics & Appliances	3D Printer	US	1
Ugreen	Electronics & Appliances	Earbuds	US	1
Chery	Auto	Car	US	1
Soulfeel	Fashion & Apparel	Bracelet	US	1
Bellelily	Fashion & Apparel	Women'S Clothing	US	1
Flexispot	Home & Kitchen	Home Office Desk	US	1
Aukey	Electronics & Appliances	Phone Charger	US	1
Geely Auto	Auto	Car	US	1
Hisense	Electronics & Appliances	Tv	US	1
Docolor	Beauty & Cosmetics	Make-Up Tools	US	1
Songmics	Home & Kitchen	Furniture	US	1
Outer	Home & Kitchen	Outdoor Sofa	US	1
YI	Electronics & Appliances	Security Camera	US	1
1more	Electronics & Appliances	Earphone	US	1
Bedsure	Home & Kitchen	Organic Sheet	US	1
DokiDoki	Fashion & Apparel	Cosplay Clothing	US	1
ANNKE	Electronics & Appliances	Security Camera	US	1
Akaso	Electronics & Appliances	Sport Camera	US	1

BRANDS PRIORITIZING NORTH AMERICA

Countries which rank 1-3 for the brand in global web traffic

Company	Category	Hero Product	Country	Global Rank for Brand
Babes	Fashion & Apparel	Clothing	US	1
Soundpeats	Electronics & Appliances	Bluetooth Earbuds	US	1
VAVA	Electronics & Appliances	Baby Camera	US	1
Vankyo	Electronics & Appliances	Projector	US	1
NEIWAI	Fashion & Apparel	Wireless Bras	US	1
Gtracing	Home & Kitchen	E-Sport Gaming Chair	US	1
Li-Ning	Fashion & Apparel	Sneaker	US	1
POP MART	Toys & Gifts	Blindbox Toys	US	1
Longi Solar	Home & Kitchen	Solar Panel	US	1
ZEESEA	Beauty & Cosmetics	Cosmetics	US	1
Curren	Fashion & Apparel	Watch	US	1
JellyComb	Electronics & Appliances	Mouse & Keyboard	US	1
Jakcom	Electronics & Appliances	Smart Ring	US	1
breo	Electronics & Appliances	Massager	US	1
patpat	Mom & Baby	Baby Clothes	Canada	2
Zaful	Fashion & Apparel	Swimsuit	Canada	2
JJ's house	Fashion & Apparel	Wedding Dress	Canada	2
Midea	Electronics & Appliances	Air Conditioner	United States	2
CUPSHE	Fashion & Apparel	Swimsuit	Canada	2
Haier	Electronics & Appliances	Fridge	Canada	2

NORTH AMERICA: BRANDS BY CATEGORY

Categories Where Chinese Brands Are Penetrating

Company	Category	Hero Product	Country	Global Rank for Brand
TCL	Electronics & Appliances	Tv	US	2
iLife	Home & Kitchen	Vaccum Robot	Canada	2
Tuya	Electronics & Appliances	lot & Smart Home	US	2
BYD	Auto	Eletric Car	US	2
Gamesir	Electronics & Appliances	Gaming Controller	US	2
GIMI	Electronics & Appliances	Projector	US	2
Chow Tai Fook	Fashion & Apparel	Gold Jewelry	US	2
Perfect Diary	Beauty & Cosmetics	Make-Up	US	2
Songmics	Home & Kitchen	Furniture	Honduras	2
Naturehike	Fitness & Sports	Tents	Canada	2
JAC Motors	Auto	Car	Mexico	2
VAVA	Electronics & Appliances	Baby Camera	Canada	2
Vankyo	Electronics & Appliances	Projector	Canada	2
Xtep	Fashion & Apparel		US	2
NEIWAI	Fashion & Apparel	Wireless Bras	Canada	2
Li-Ning	Fashion & Apparel	Sneaker	Canada	2
Bluedio	Electronics & Appliances	Earbuds	US	2
Joyoung	Electronics & Appliances	Soy Milk Maker	US	2
JJ's house	Fashion & Apparel	Wedding Dress	Mexico	3
Unice	Fashion & Apparel	Wig	Canada	3

BRANDS PRIORITIZING NORTH AMERICA

Countries which rank 1-3 for the brand in global web traffic

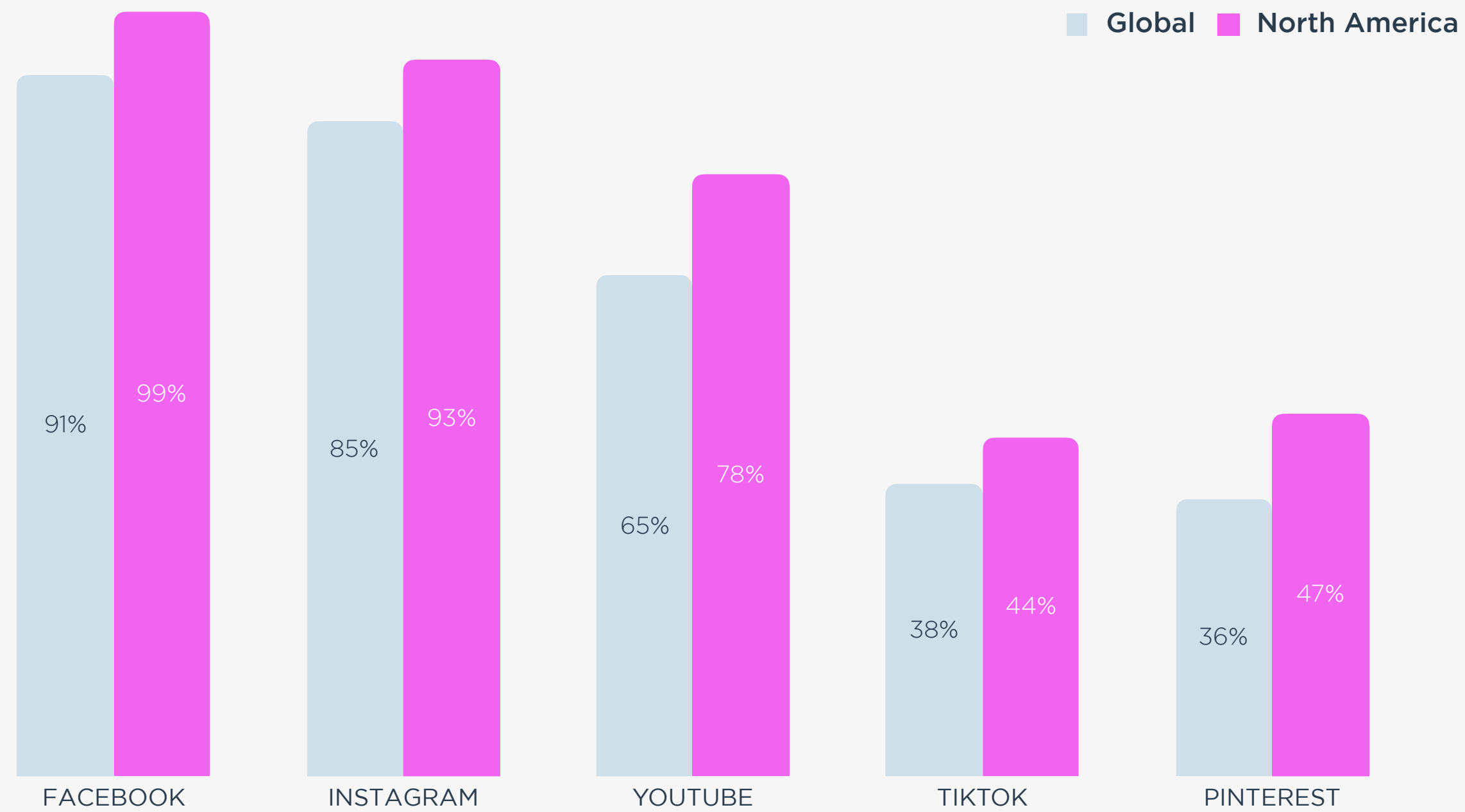
Company	Category	Hero Product	Country	Global Rank for Brand
Wuling	Auto	Cars	US	3
Aosom	Home & Kitchen	Home	Canada	3
Lilysilk	Fashion & Apparel	Silk Clothes	Canada	3
Ever Pretty	Fashion & Apparel	Women'S Fashion	Canada	3
GIMI	Electronics & Appliances	Projector	Canada	3
Flexispot	Home & Kitchen	Home Office Desk	Canada	3
Aukey	Electronics & Appliances	Phone Charger	Canada	3
Docolor	Beauty & Cosmetics	Make-Up Tools	Mexico	3
Naturehike	Fitness & Sports	Tents	US	3
JAC Motors	Auto	Car	US	3
YI	Electronics & Appliances	Security Camera	Canada	3
Soundpeats	Electronics & Appliances	Bluetooth Earbuds	Mexico	3
Trina Solar	Home & Kitchen	Solar Panel	US	3
Cosme-de.com	Beauty & Cosmetics	Makeup & Skincare	US	3
KONKA	Electronics & Appliances		US	3
Gtracing	Home & Kitchen	E-Sports Gaming Chair	Canada	3
POP MART	Toys & Gifts	Blindbox Toys	Canada	3
Jakcom	Electronics & Appliances	Smart Ring	Mexico	3

NORTH AMERICA: SOCIAL MEDIA PRACTICES

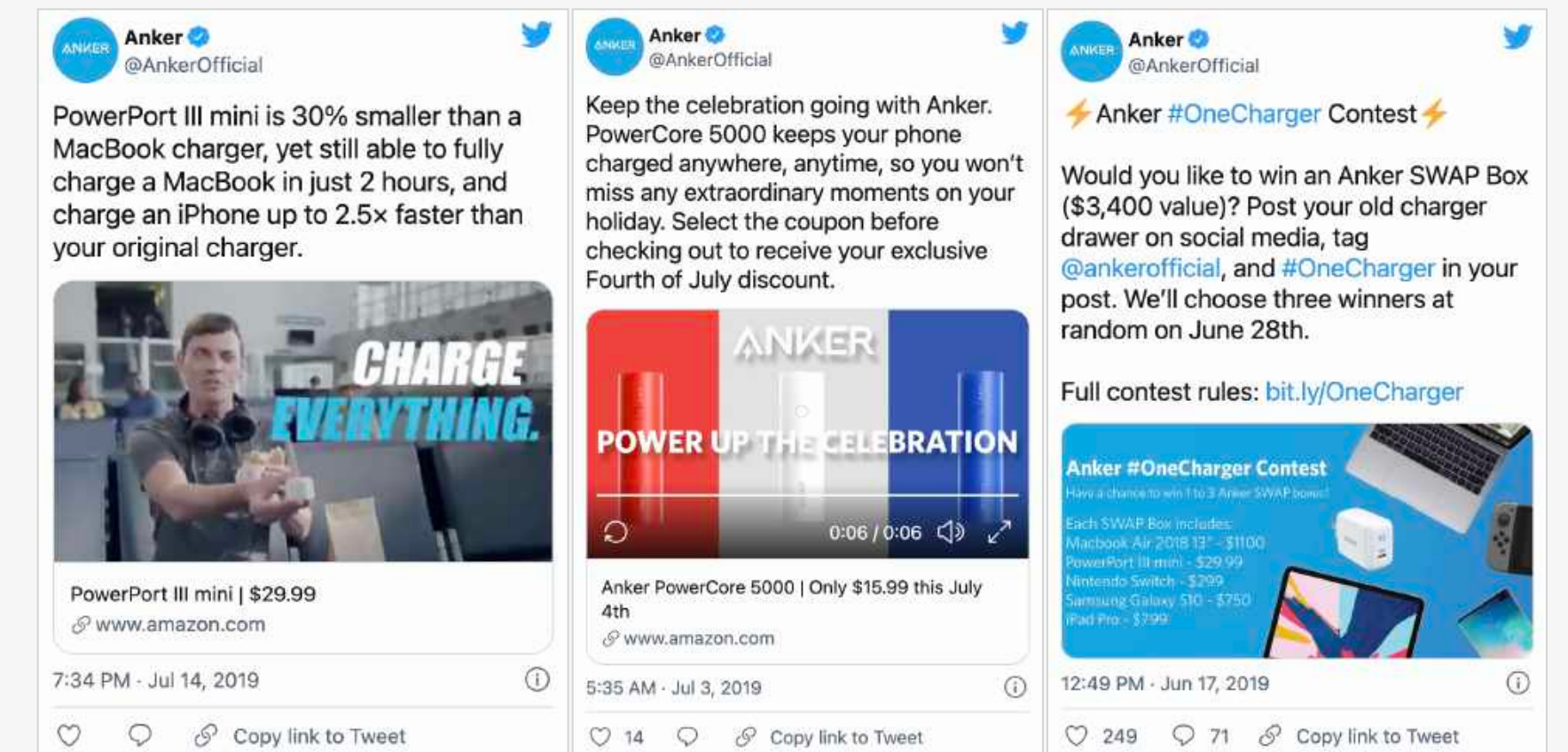
By Chinese Brands in Market

USE OF SOCIAL PLATFORMS IN REGION

Versus Global Average Per Platform



ANKER TIMES CAMPAIGN WITH LOCAL EVENTS ON TWITTER



Anker launched their new power port in the lead up to Amazon Prime Day, a big shopping day in the US. They also created videos for 4th of July, and created a competition asking people to share photos of their charging drawers (to highlight a problem they could solve).

POP MART CREATES LOCAL EDITIONS FOR CANADA



While the Chinese collectable toy maker expands into new markets, they are adjusting their marketing strategy with localized social media channels and special editions. Above is Pop Mart's special edition for Canada: "Pucky Beaver Baby".

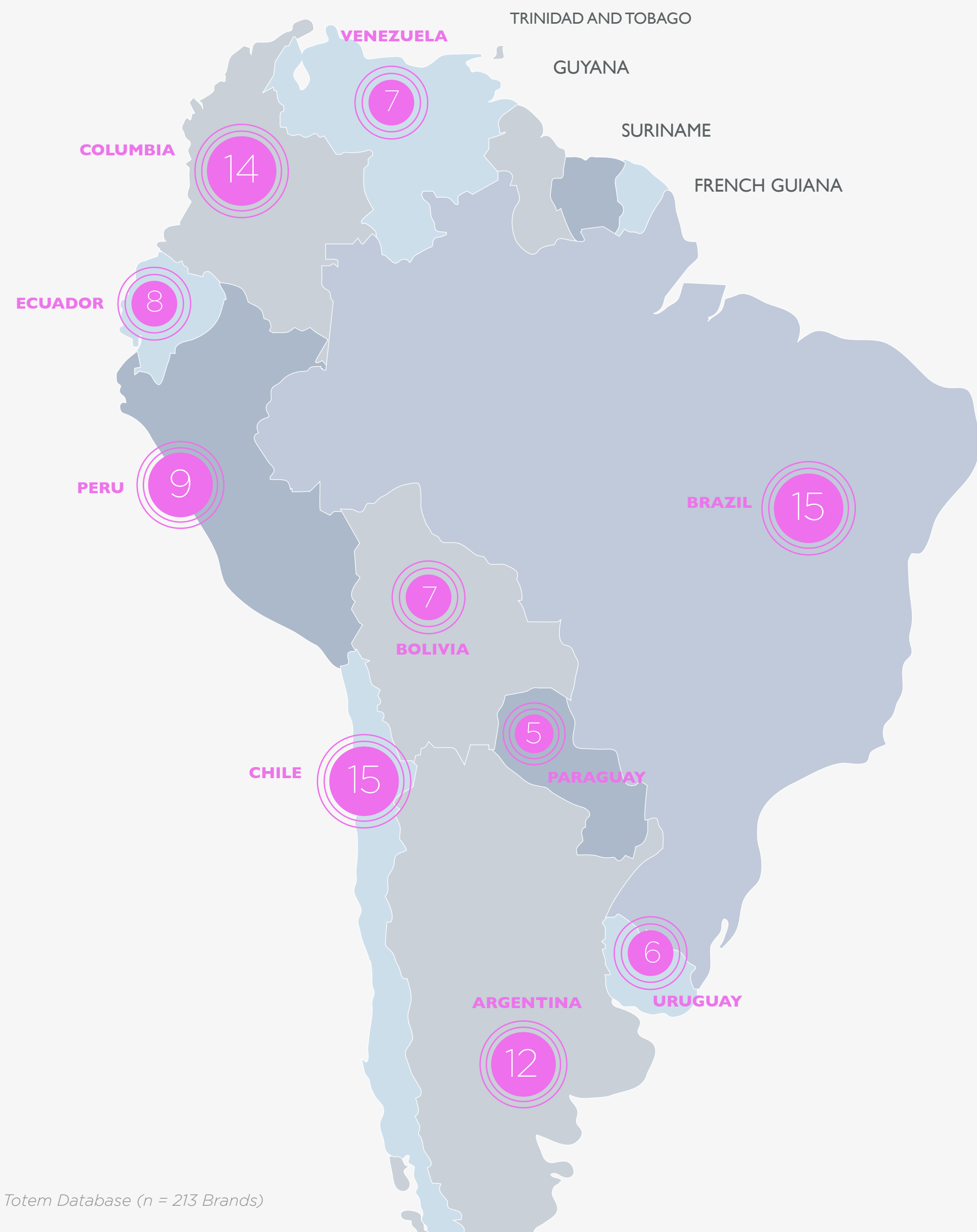
SOUTH AMERICA

South America is among the most talked about regions for investment by Chinese brands. Advertising costs and consumer sentiment (toward Chinese brands) are both favorable.

While there is already a large network of Chinese products moving through offline distributor networks, Chinese brands are only now ramping up digital marketing efforts.

59% of Chinese brands in Totem's research had products for offer on Mercado Libre - most often via resellers. Despite these ecommerce listings, there has been very little localized brand building to support growth. Much more work needs to go into engagement (on social media) to create brand momentum and loyalty.





S. AMERICA

Population: 422 Million

GDP (ppp): US\$6.567 Trillion

GDP per capita: US\$14,156

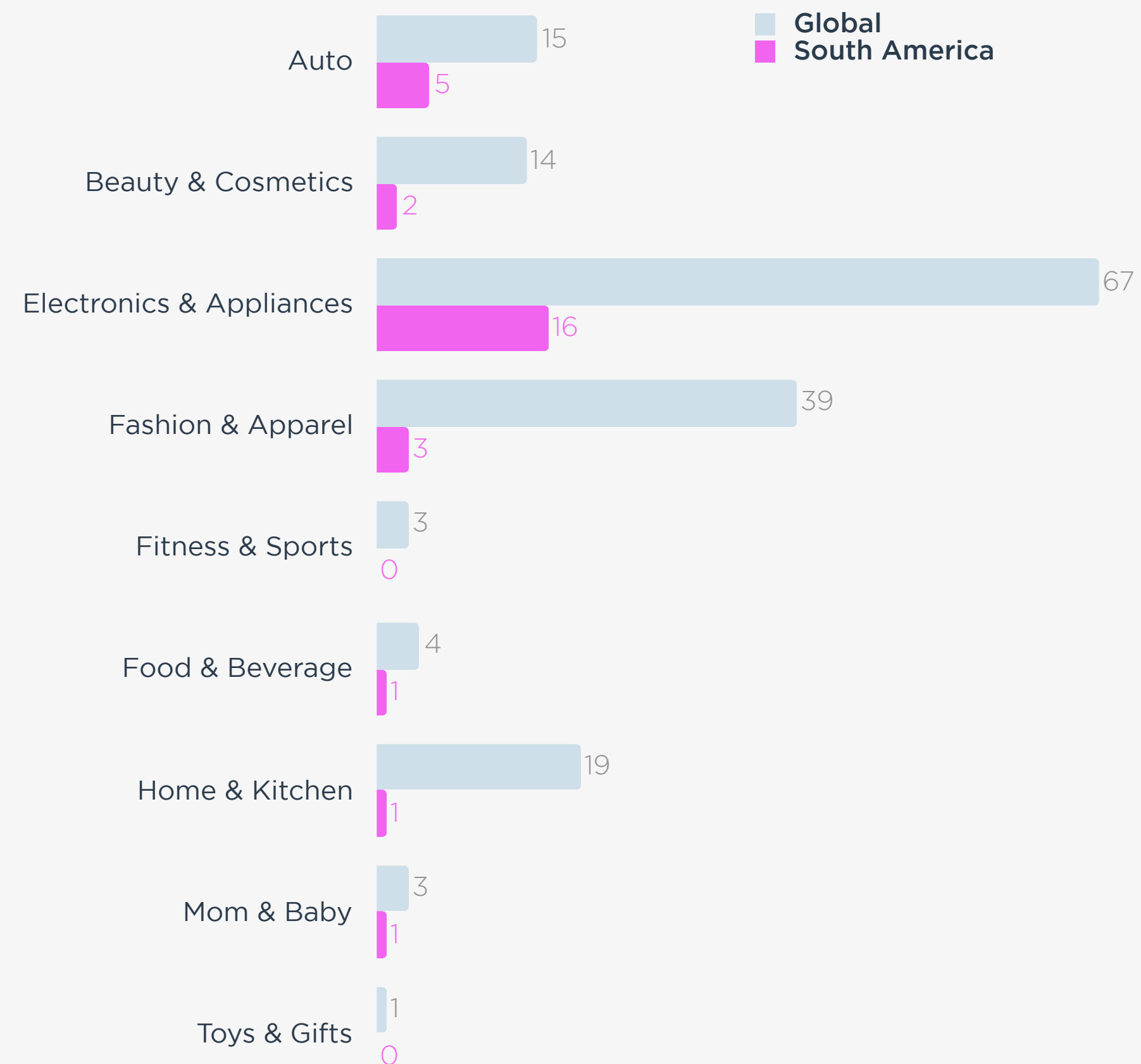
13.6% Of Chinese Brands Present

SOUTH AMERICA: BRANDS BY CATEGORY

Categories Where Chinese Brands Are Penetrating

NUMBER OF BRANDS BY REGION (PER CATEGORY)

As measured by country-specific Web presence



BRANDS PRIORITIZING SOUTH AMERICA

Countries which rank 1-3 for the brand in global web traffic

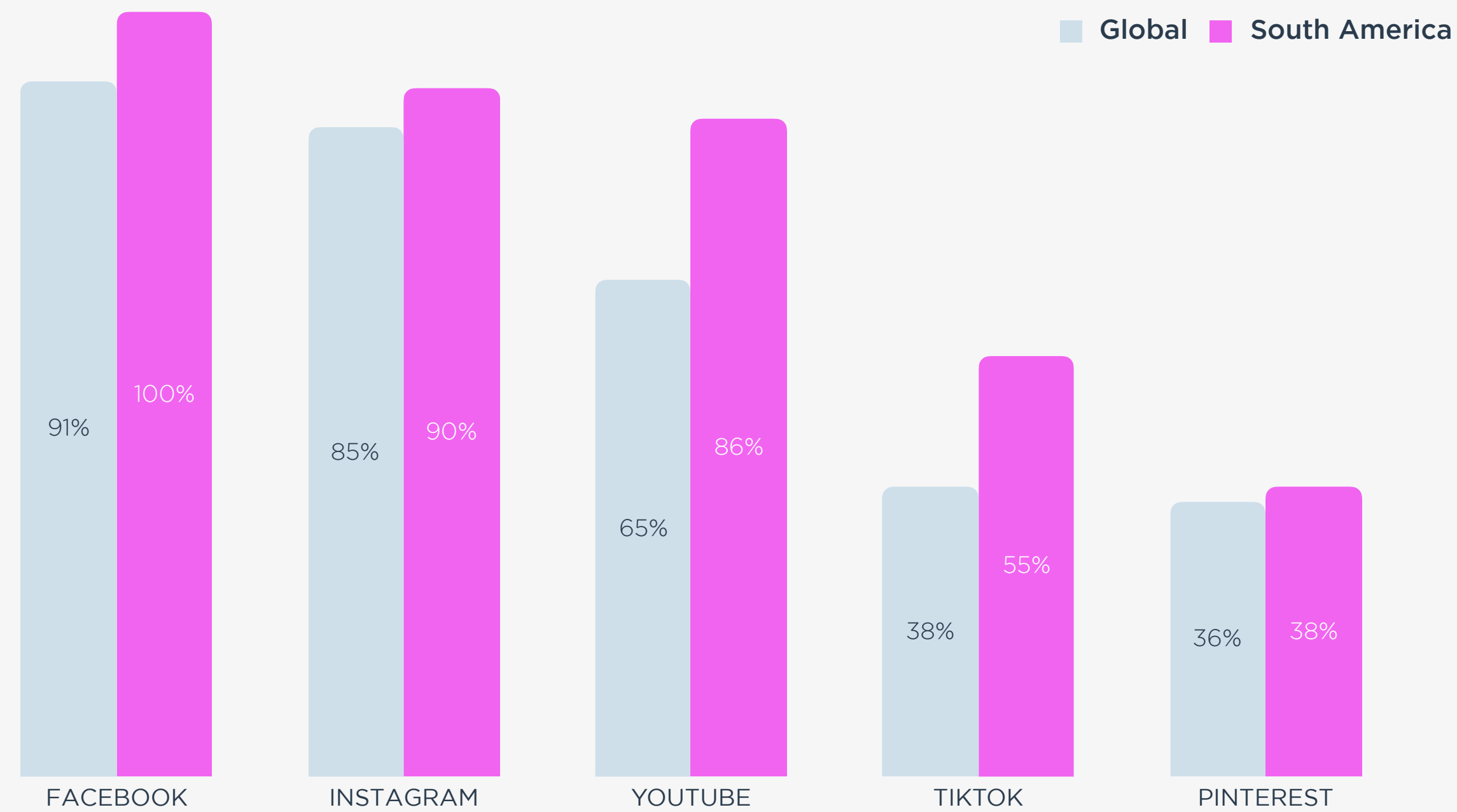
Company	Category	Hero Product	Country	Global Rank for Brand
Gamesir	Electronics & Appliances	Gaming Controller	Brazil	1
Bluedio	Electronics & Appliances	Earbuds	Brazil	1
Kastking	Fitness & Sports	Fishing Gear	Colombia	2
Ugreen	Electronics & Appliances	Earbuds	Brazil	2
Sungrow	Electronics & Appliances	Inverter	Brazil	2
Baseus	Electronics & Appliances	Charger	Brazil	2
Docolor	Beauty & Cosmetics	Make-Up Tools	Brazil	2
Haylou	Electronics & Appliances	Smart Watch	Brazil	2
SJCAM	Electronics & Appliances	Action Camera	Brazil	3

SOUTH AMERICA: SOCIAL MEDIA PRACTICES

By Chinese Brands in Market

USE OF SOCIAL PLATFORMS IN REGION

Versus Global Average Per Platform

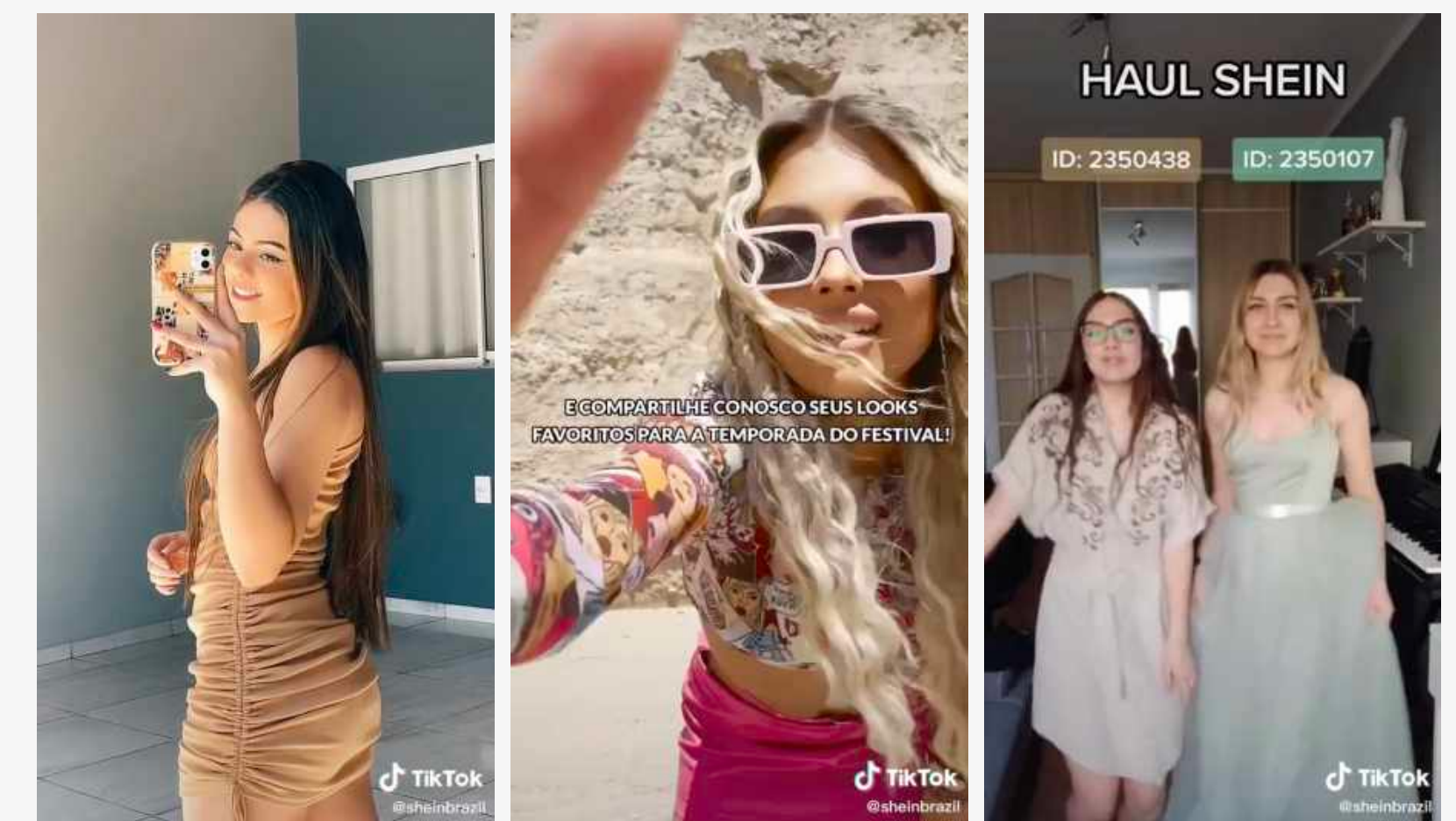


TCL PARTNERS WITH CONMEBOL COPA AMÉRICA BRASIL 2019



TCL has been an official global sponsor of the CONMEBOL Copa América for a few years. During the tournaments they provide Video Assistant Referee (VAR) equipment and install high-quality TV monitors at venues. TCL also gets brand exposure via pitch-side adverts, referee uniforms and branded equipment.

SHEIN'S SUCCESSFUL BRAZILIAN FASHION PAGE ON TIKTOK



Shein has different social media pages for most/all regions. Its dedicated TikTok page for Brazil has been very successful, as TikTok's algorithm rewards local relevancy by surfacing this content to a wider audience in region.

ASIA

Of all regions, Chinese brands have attained the greatest depth and penetration in Asia. Geography and regional networks and platforms (eg. Lazada, Shopee) make Asia a natural path for Chinese brands.

That said, Chinese brands have not yet turned full attention to localization and brand differentiation efforts in Asia. The majority of efforts in growing across the region have gone into creating distribution and reseller networks - rather than investing into real depth of engagement.

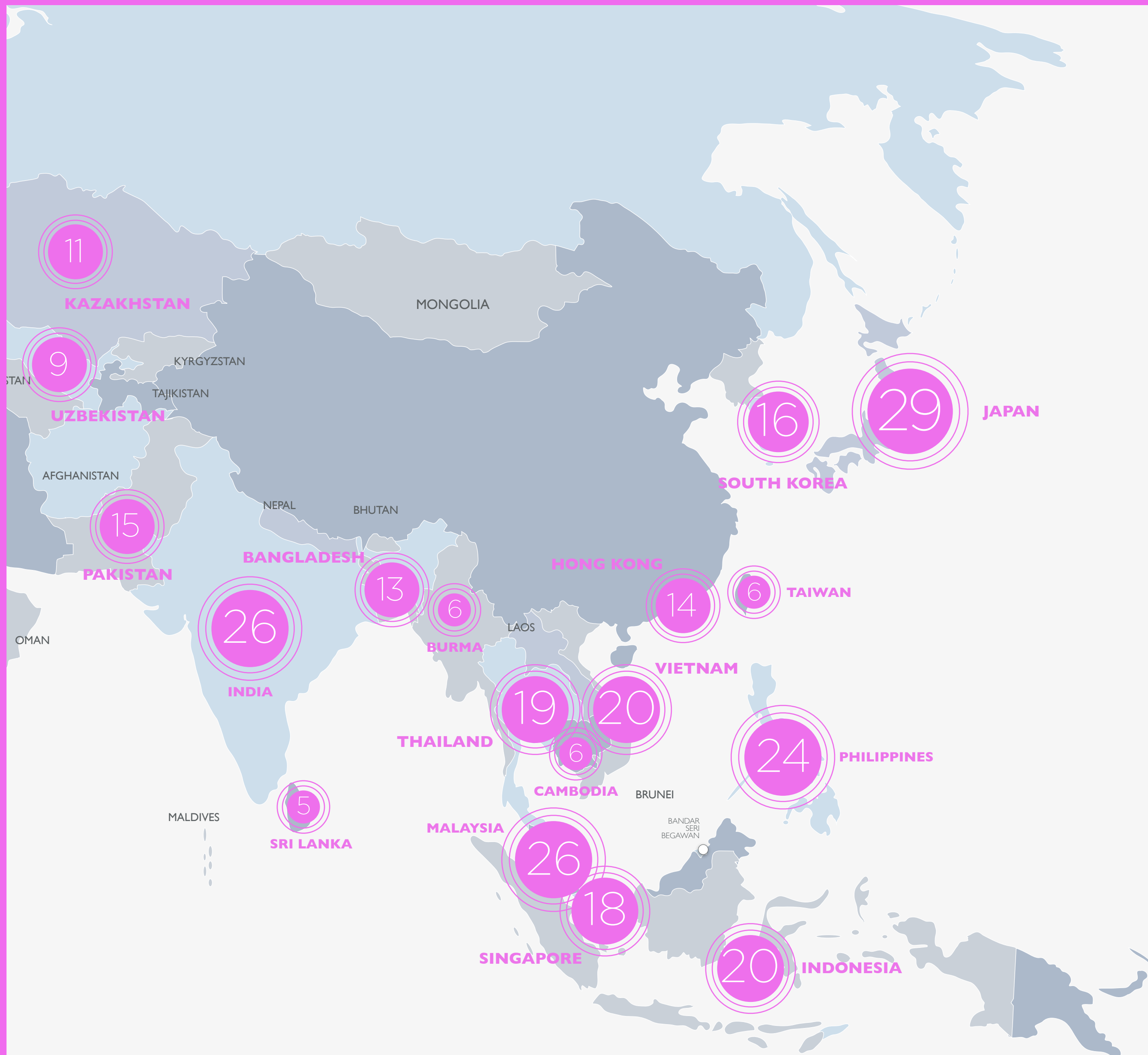
Competition among mobile phone and electronics brands is particularly intense in Asia. India is one of the key battle grounds, with more than a dozen mobile phone brands positioning for market share.



ASIA

Population: 4.5 Billion
GDP (ppp): \$65.44 Trillion
GDP per capita: \$7,351

30.4% Of Chinese Brands Present

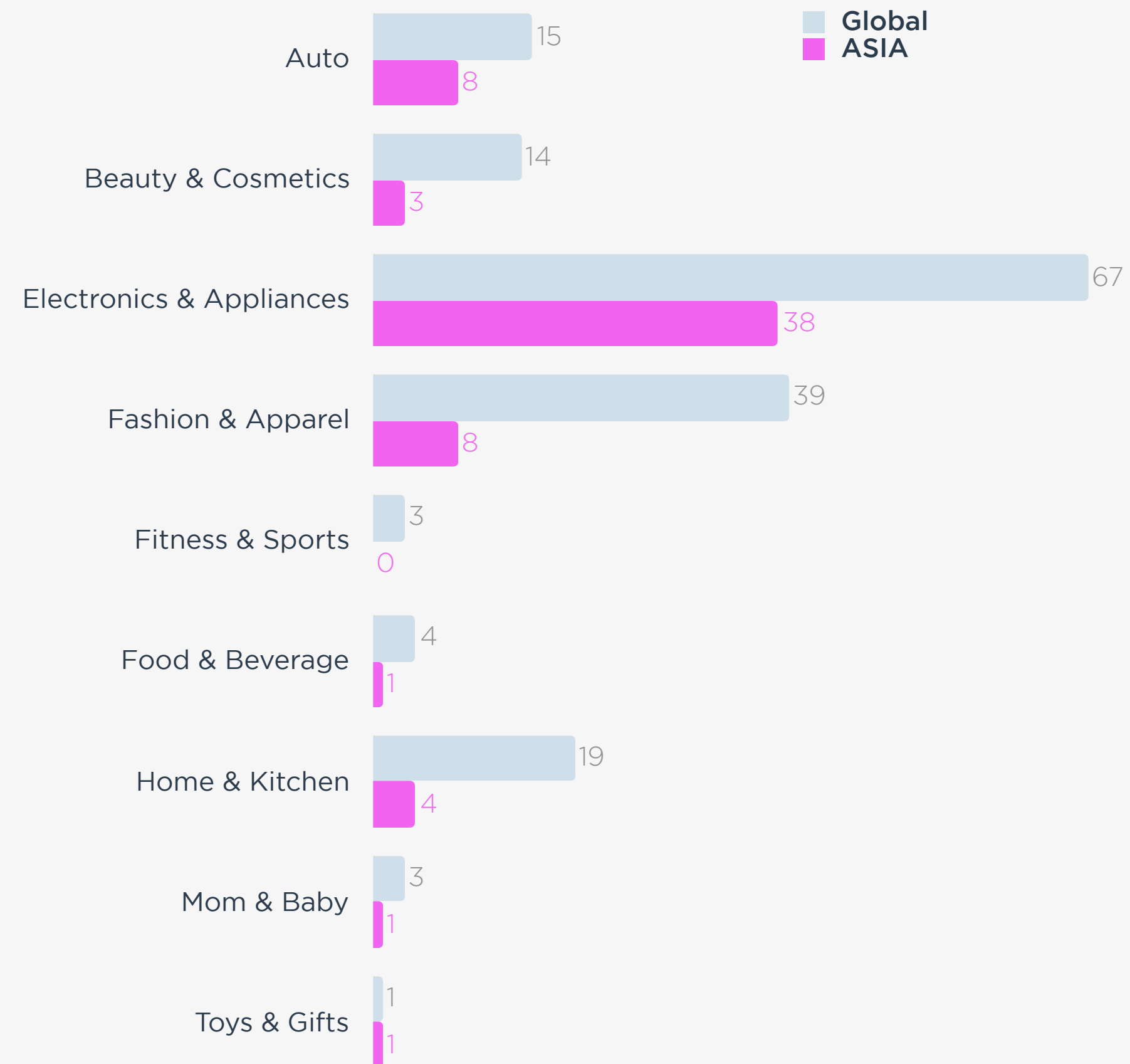


ASIA: BRANDS BY CATEGORY

Categories Where Chinese Brands Are Penetrating

NUMBER OF BRANDS BY REGION (PER CATEGORY)

As measured by country-specific Web presence



BRANDS PRIORITIZING ASIA

Countries which rank 1-3 for the brand in global web traffic

Company	Category	Hero Product	Country	Global Rank for Brand
Tecno	Electronics & Appliances	Smart Phone	India	1
Infinix	Electronics & Appliances	Smart Phone	Indonesia	1
Strawberrynet	Beauty & Cosmetics		HK	1
Wuling	Auto	Cars	Indonesia	1
ZTE	Electronics & Appliances	Smart Phone	Malaysia	1
Chow Tai Fook	Fashion & Apparel	Gold Jewelry	HK	1
JAC Motors	Auto	Car	S. Korea	1
Orico	Electronics & Appliances	Ssd Card	Vietnam	1
Great Wall	Auto	Car	Thailand	1
Xtep	Fashion & Apparel		HK	1
KONKA	Electronics & Appliances	Tv	HK	1
Xiaomi	Electronics & Appliances	Smart Phone	India	1
Lenovo	Electronics & Appliances	Laptop	Japan	1
OPPO	Electronics & Appliances	Smart Phone	India	1
Vivo	Electronics & Appliances	Smart Phone	India	1
HONOR	Electronics & Appliances	Smart Phone	India	1
Infinix	Electronics & Appliances	Smart Phone	Pakistan	1
Pocophone	Electronics & Appliances	Smart Phone	Taiwan	1

NORTH AMERICA: BRANDS BY CATEGORY

Categories Where Chinese Brands Are Penetrating

Company	Category	Hero Product	Country	Global Rank for Brand
Wuling	Auto	Cars	India	2
amazfit	Electronics & Appliances	Smart Watch	India	2
ZTE	Electronics & Appliances	Smart Phone	Indonesia	2
Meizu	Electronics & Appliances	Smart Phone	India	2
Geely Auto	Auto	Car	Philippines	2
Great Wall	Auto	Car	India	2
Soundpeats	Electronics & Appliances	Bluetooth Earbuds	Japan	2
SJCAM	Electronics & Appliances	Action Camera	India	2
Trina Solar	Home & Kitchen	Solar Panel	Japan	2
Cosme-de.com	Beauty & Cosmetics	Makeup & Skincare	HK	2
Gtracing	Home & Kitchen	E-Sports Game Chair	HK	2
ZEESEA	Beauty & Cosmetics	Cosmetics	Japan	2
Rockchip	Electronics & Appliances	Semiconductor	Taiwan	2
Curren	Fashion & Apparel	Watch	India	2
Xiaomi	Electronics & Appliances	Smart Phone	Taiwan	3
Lenovo	Electronics & Appliances	Laptop	India	3
Tecno	Electronics & Appliances	Smart Phone	Pakistan	3
OPPO	Electronics & Appliances	Smart Phone	Japan	3
Infinix	Electronics & Appliances	Smart Phone	India	3
Midea	Electronics & Appliances	Air Conditioner	Japan	3
Ecovacs	Electronics & Appliances	Cleaning Robot	Japan	3

BRANDS PRIORITIZING ASIA

Countries which rank 1-3 for the brand in global web traffic

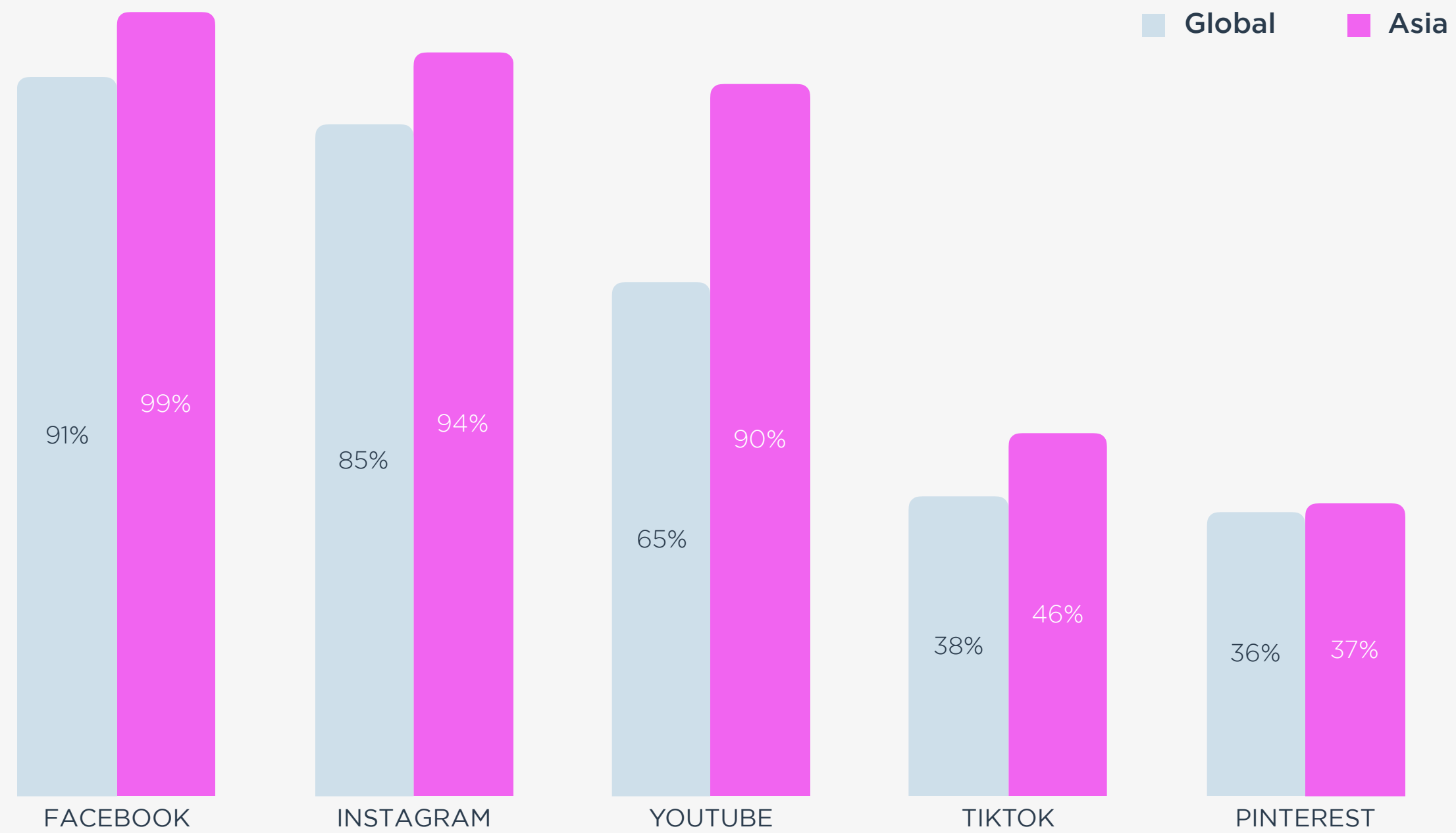
Company	Category	Hero Product	Country	Global Rank for Brand
Pocophone	Electronics & Appliances	Smart Phone	India	3
ZTE	Electronics & Appliances	Smart Phone	Thailand	3
Tuya	Electronics & Appliances	IoT & Smart Home	India	3
Kastking	Fitness & Sports	Fishing Gear	Singapore	3
BYD	Auto	Electric Car	Singapore	3
Chery	Auto	Car	Singapore	3
Geely Auto	Auto	Car	Malaysia	3
Perfect Diary	Beauty & Cosmetics	Make-Up	Vietnam	3
QCY	Electronics & Appliances	Headphone	Taiwan	3
Nubia	Electronics & Appliances	Smart Phone	India	3
Haval	Auto	Car	Thailand	3
Orico	Electronics & Appliances	Ssd Card	Indonesia	3
Outer	Home & Kitchen	Outdoor Sofa	Indonesia	3
Nillkin	Electronics & Appliances	Phone Accessories	India	3
Babes	Fashion & Apparel	Clothing	Taiwan	3
Xtep	Fashion & Apparel		Malaysia	3
Li-Ning	Fashion & Apparel	Sneaker	India	3
Longi Solar	Home & Kitchen	Solar Panel	Pakistan	3
Rockchip	Electronics & Appliances	Semiconductor	S. Korea	3
Joyoung	Electronics & Appliances	Soy Milk Maker	Taiwan	3
TCL	Electronics & Appliances	Tv	India	3

ASIA: SOCIAL MEDIA PRACTICES

By Chinese Brands in Market

USE OF SOCIAL PLATFORMS IN REGION

Versus Global Average Per Platform



XGIMI'S TWITTER ENGAGES WITH THEIR JAPANESE AUDIENCE



TV projector brand XGIMI has a dedicated Twitter account for their Japanese audience, where they respond and engage with people Tweeting about/to them in Japanese.

OPPO LAUNCHED IN THE PHILIPPINES WITH FACEBOOK LIVE



Phone manufacturer Oppo entered The Philippines market to launch their A92 smartphone via "Facebook Live" and supporting event ads. Oppo ran targeted event ads before the launch, inviting people to set reminders and join the livestream. Presenters encouraged people to leave comments with a specific hashtag and anyone who used them got an automatic pre-order entry. Messenger was also used to boost engagement and drive pre-orders for the new phone.

EUROPE

Europe is becoming a more important market than the US. In high-profile industries such as Auto and Electronics, the barriers posed by protectionism and competition are much lower in Europe than the US.

The challenge in Europe comes from the diversity and fragmentation of managing dozens of countries, all with different languages, rules, scale and maturity. For instance, ad costs in more mature markets can be 3-10x those of smaller markets, and those ads need to be localized into multiple languages to be effective.

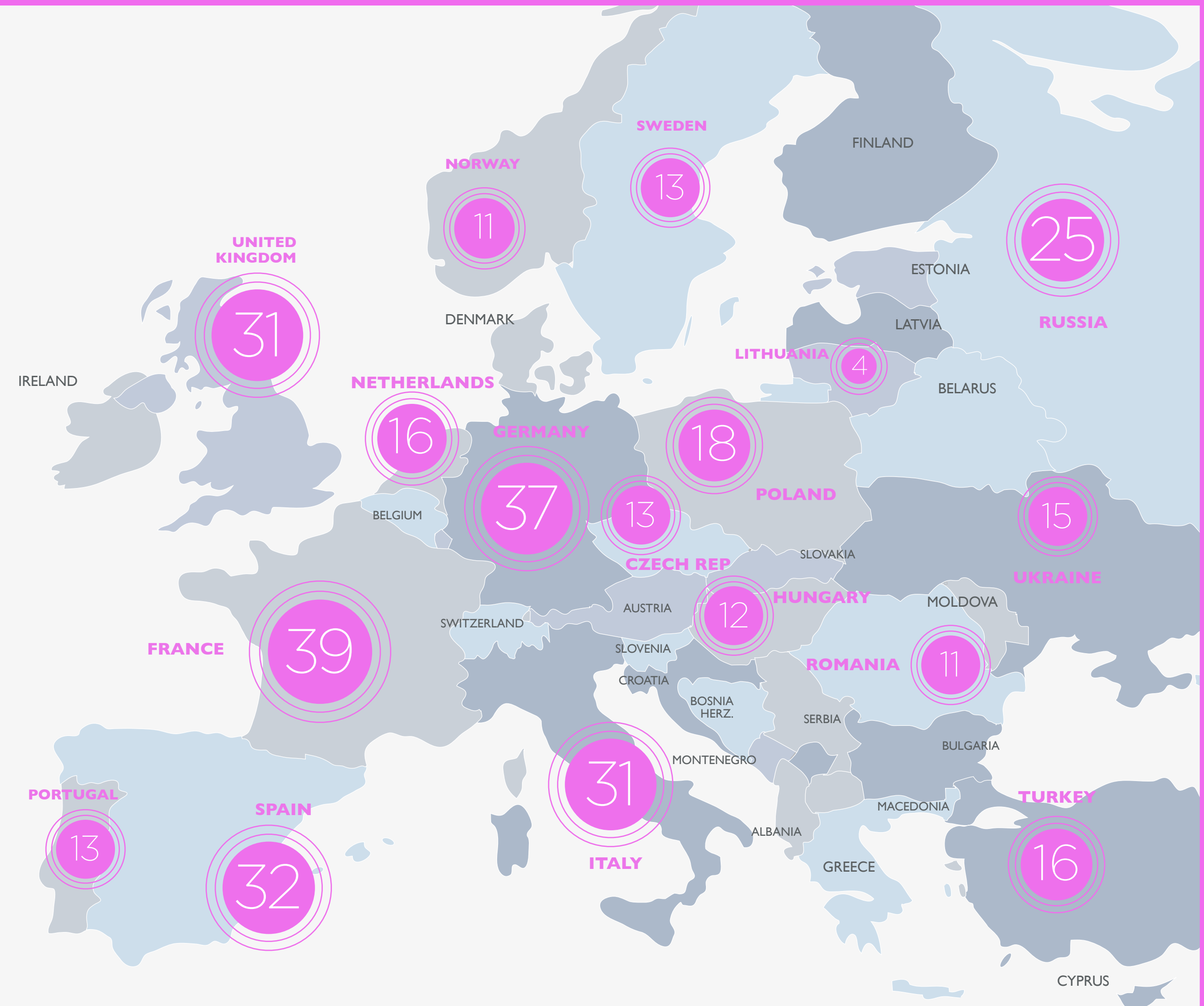
And in industries like Auto, where EV makers are making a push into Europe, local rules and standards make for slow work in scaling up.



EUROPE

Population: 748 Million
GDP (ppp): US\$26.7 Trillion
GDP per capita: US\$27,330

30% Of Chinese Brands Present

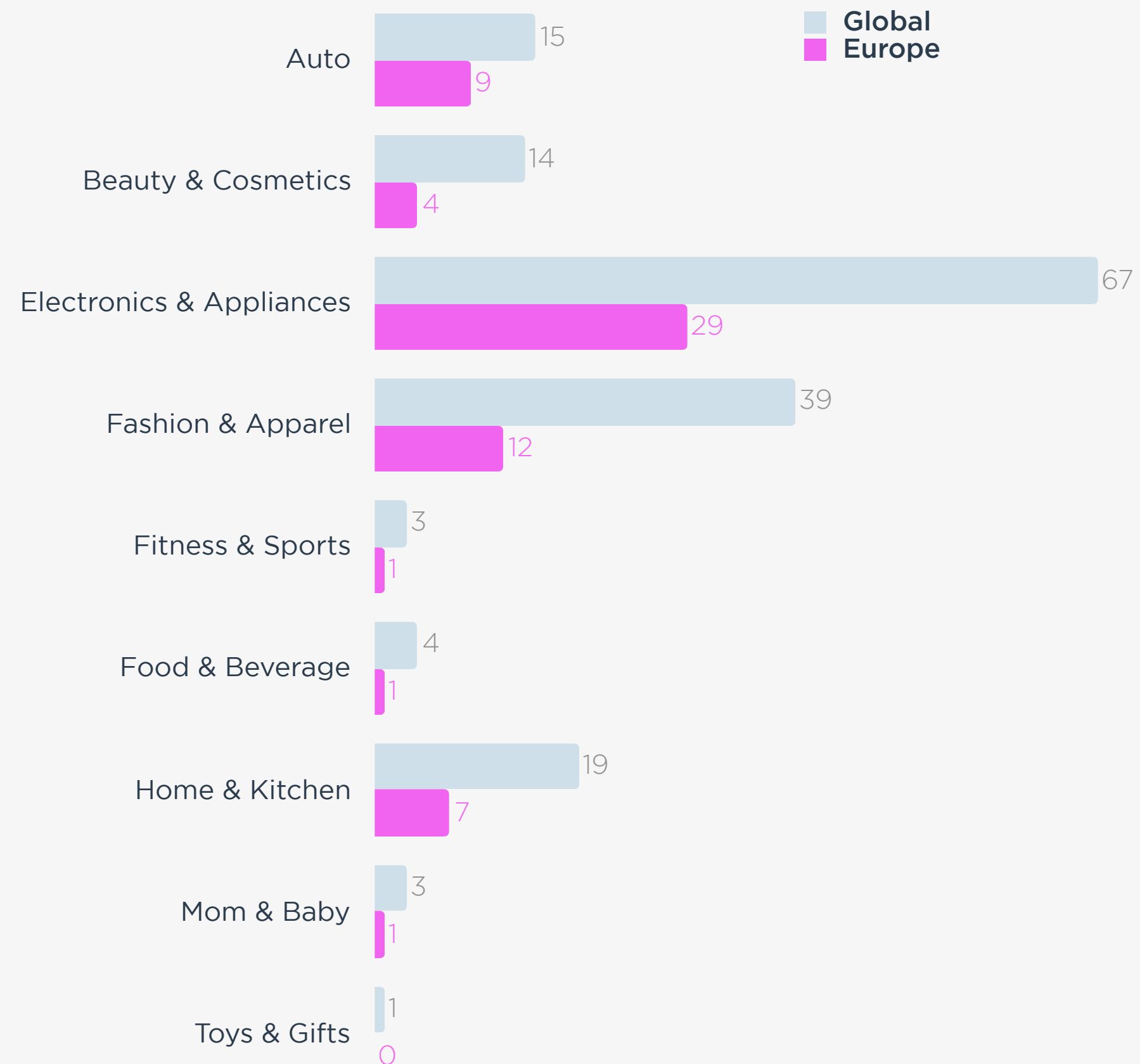


EUROPE: BRANDS BY CATEGORY

Categories Where Chinese Brands Are Penetrating

NUMBER OF BRANDS BY REGION (PER CATEGORY)

As measured by country-specific Web presence



BRANDS PRIORITIZING EUROPE

Countries which rank 1-3 for the brand in global web traffic

Company	Category	Hero Product	Country	Global Rank for Brand
Pocophone	Electronics & Appliances	Smart Phone	Russia	1
Nubia	Electronics & Appliances	Smart Phone	Denmark	1
Naturehike	Fitness & Sports	Tents	Germany	1
Nillkin	Electronics & Appliances	Phone Accessories	Russia	1
SJCAM	Electronics & Appliances	Action Camera	Russia	1
Livolo	Home & Kitchen	Smart Home Gadget	Spain	1
Sheln	Fashion & Apparel	Women Clothing	France	2
Huawei	Electronics & Appliances	Smart Phone	Russia	2
Anker	Electronics & Appliances	Portable Power, Docks	UK	2
Blackview	Electronics & Appliances	Smart Phone	Czech	2
Lilysilk	Fashion & Apparel	Silk Clothes	UK	2
Tsingtao	Food & Beverage	Beer	Finland	2
Snapmaker	Electronics & Appliances	3D Printer	Germany	2
Chery	Auto	Car	Netherlands	2
Soulfeel	Fashion & Apparel	Bracelet	Belarus	2
Flexispot	Home & Kitchen	Home Office Desk	Germany	2
Aukey	Electronics & Appliances	Phone Charger	Italy	2
Hisense	Electronics & Appliances	Tv	Poland	2
QCY	Electronics & Appliances	Headphone	Turkey	2
NIU Mobility	Auto	Scooter	Spain	2

NORTH AMERICA: BRANDS BY CATEGORY

Categories Where Chinese Brands Are Penetrating

Company	Category	Hero Product	Country	Global Rank for Brand
Nubia	Electronics & Appliances	Smart Phone	Spain	2
YI	Electronics & Appliances	Security Camera	Italy	2
Imore	Electronics & Appliances	Earphone	Germany	2
DokiDoki	Fashion & Apparel	Cosplay Clothing	Germany	2
ANNKE	Electronics & Appliances	Security Camera	UK	2
Akaso	Electronics & Appliances	Sport Camera	Austria	2
POP MART	Toys & Gifts	Blindbox Toys	UK	2
Longi Solar	Home & Kitchen	Solar Panel	Poland	2
JellyComb	Electronics & Appliances	Mouse & Keyboard	Germany	2
Livolo	Home & Kitchen	Smart Home Gadget	Montenegro	2
Jakcom	Electronics & Appliances	Smart Ring	Turkey	2
Sheln	Fashion & Apparel	Women Clothing	Italy	3
Huawei	Electronics & Appliances	Smart Phone	UK	3
OnePlus	Electronics & Appliances	Smart Phone	UK	3
dji	Electronics & Appliances	Drone	UK	3
Vivo	Electronics & Appliances	Smart Phone	Russia	3
Anker	Electronics & Appliances	Portable Power, Docks	Germany	3
HONOR	Electronics & Appliances	Smart Phone	France	3
Zaful	Fashion & Apparel	Swimsuit	Germany	3
CUPSHE	Fashion & Apparel	Swimsuit	France	3
Haier	Electronics & Appliances	Fridge	UK	3
Mobvoi	Electronics & Appliances	Smart Watch	UK	3
Blackview	Electronics & Appliances	Smart Phone	UK	3

BRANDS PRIORITIZING EUROPE

Countries which rank 1-3 for the brand in global web traffic

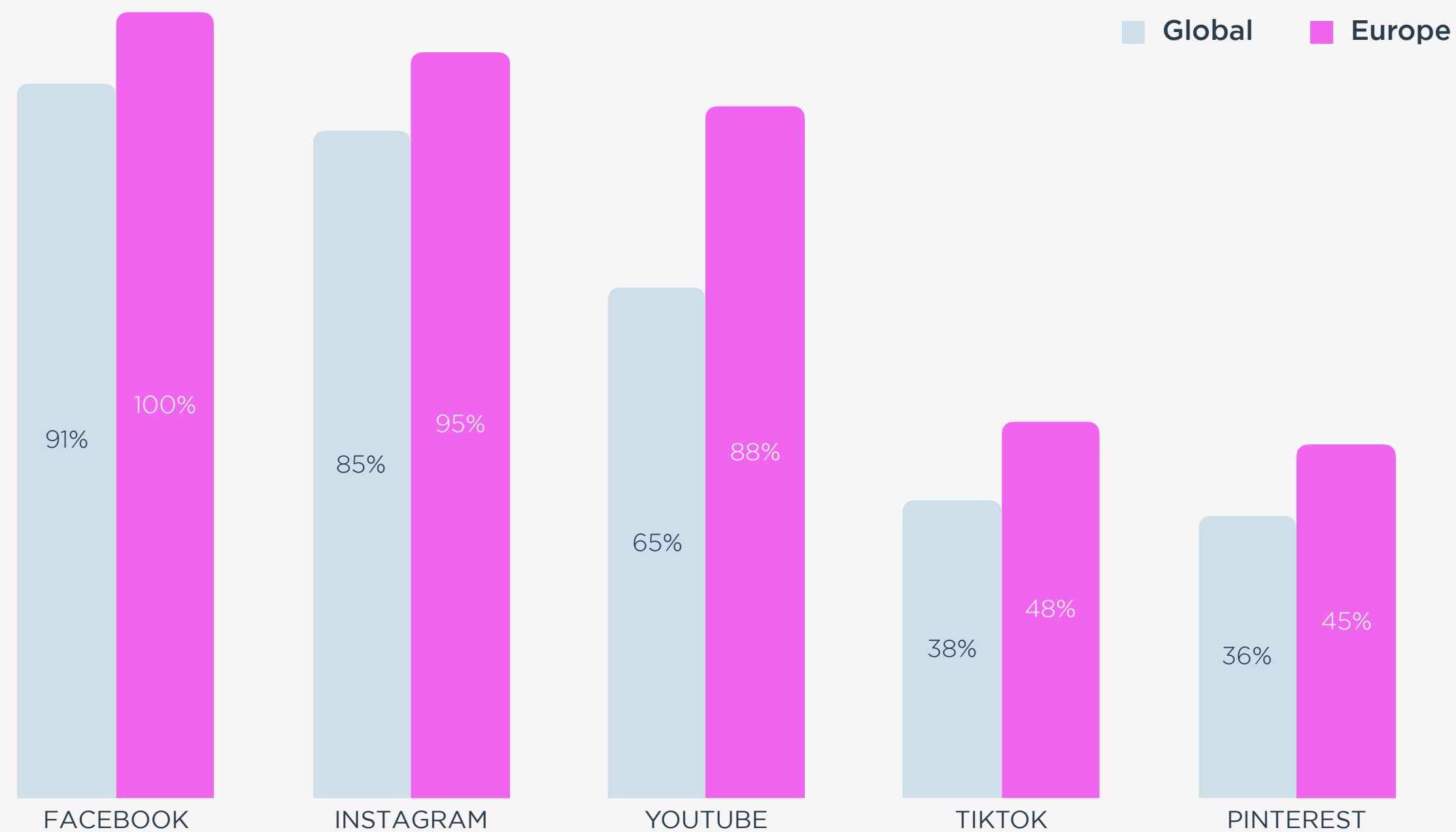
Company	Category	Hero Product	Country	Global Rank for Brand
Strawberrynet	Beauty & Cosmetics	Make up	Israel	3
iLife	Home & Kitchen	Vaccum Robot	Poland	3
amazfit	Electronics & Appliances	Smart Watch	Spain	3
Meizu	Electronics & Appliances	Smart Phone	Poland	3
NIO	Auto	Electric Car	Norway	3
Gamesir	Electronics & Appliances	Gaming Controller	Russia	3
Bellelily	Fashion & Apparel	Women'S Clothing	Russia	3
Baseus	Electronics & Appliances	Charger	Turkey	3
Hisense	Electronics & Appliances	Tv	Hungary	3
NIU Mobility	Auto	Scooter	Germany	3
Imore	Electronics & Appliances	Earphone	Turkey	3
Bedsure	Home & Kitchen	Organic Sheet	UK	3
DokiDoki	Fashion & Apparel	Cosplay Clothing	UK	3
ANNKE	Electronics & Appliances	Security Camera	France	3
Akaso	Electronics & Appliances	Sport Camera	France	3
Vankyo	Electronics & Appliances	Projector	Austria	3
Haylou	Electronics & Appliances	Smart Watch	Turkey	3
NEIWAI	Fashion & Apparel	Wireless Bras	UK	3
Xpeng	Auto	Electric Car	Norway	3
ZEESEA	Beauty & Cosmetics	Cosmetics	UK	3
JellyComb	Electronics & Appliances	Mouse & Keyboard	UK	3
Livolo	Home & Kitchen	Smart Home Gadget	Italy	3
Bluedio	Electronics & Appliances	Earbuds	Poland	3

EUROPE: SOCIAL MEDIA PRACTICES

By Chinese Brands in Market

USE OF SOCIAL PLATFORMS IN REGION

Versus Global Average Per Platform

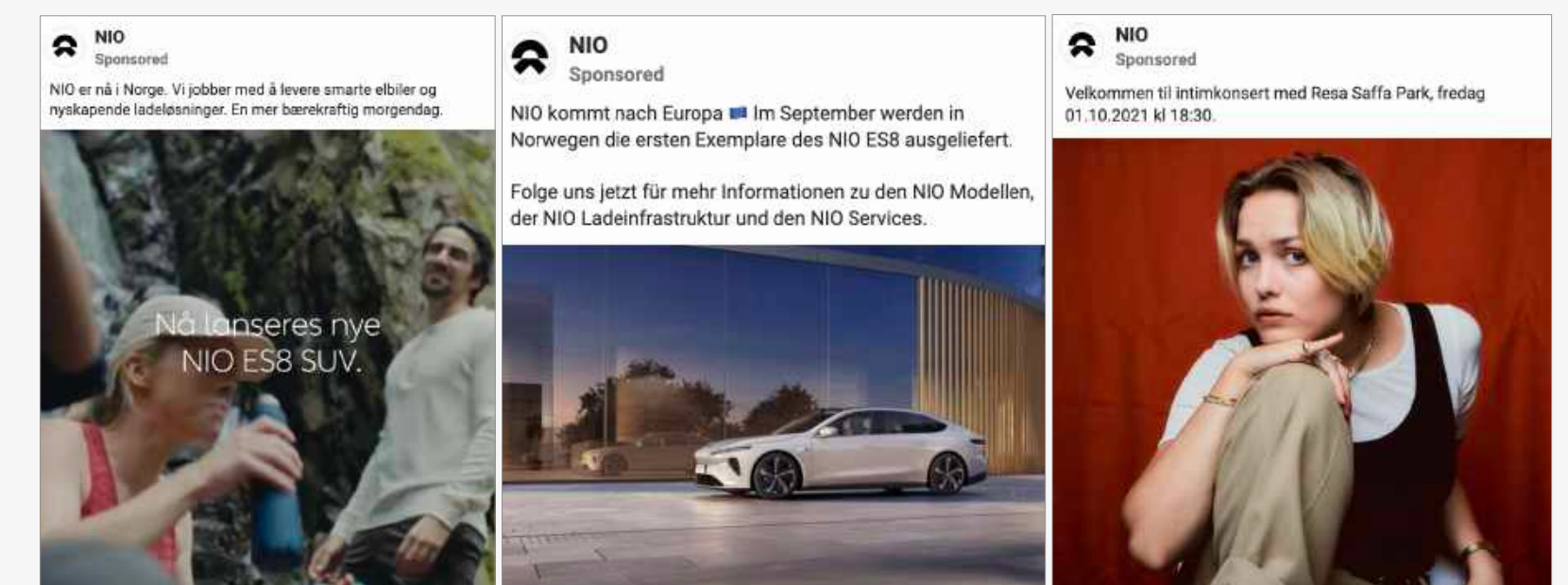


HISENSE ATTRACTS ATTENTION AS EURO 2020 SPONSOR



Electronics manufacturer Hisense sponsored UEFA Euro 2020, as part of the brand's expanding marketing efforts in Europe. They were the first Chinese brand to sponsor a European Football Championship, back in 2016. After that sponsorship five years ago, many other Chinese brands like AliPay and TikTok have followed suit.

NEO ADAPTS CONTENT FOR DIFFERENT GERMANY



While EV manufacturer Neo expands into Europe, they are creating localized social media channels for Germany and Sweden. For each channel they're not only using local languages, but also posting different types of content for both advertising and engagement.

MIDDLE EAST

The Middle East has become an important market for Chinese brands. Together with South America, it's among the areas of highest attention and intent for growth.

This intent is reciprocated with relatively high sentiment for Chinese brands and affordable advertising costs.

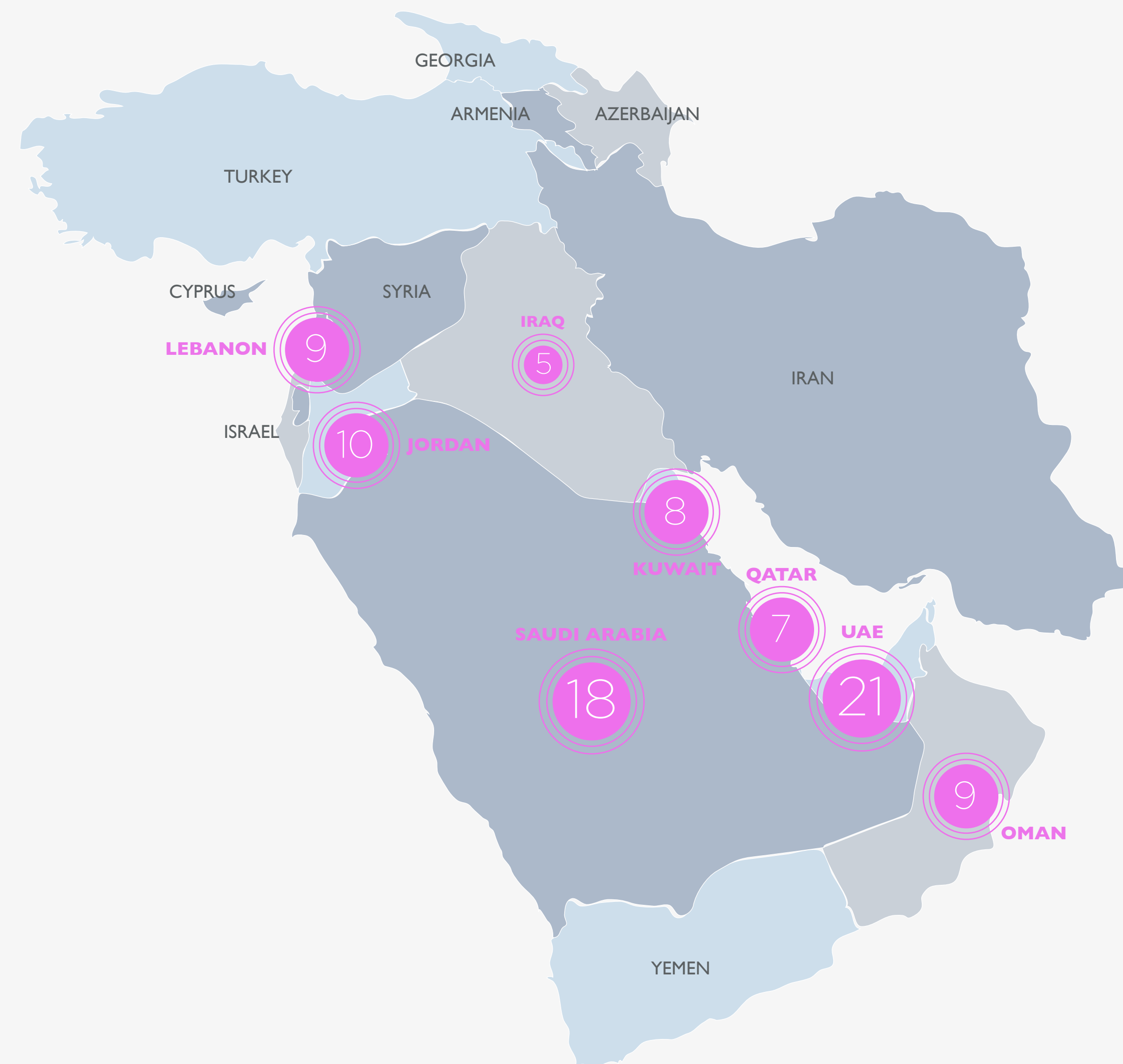
That said, very few brands are (yet) making any real impact in the region. Only two brands have a Middle Eastern country as a top three market.



MIDDLE EAST

Population: 269.8 m
GDP (ppp): US\$2.79 Trillion

13.6% Of Chinese Brands Present

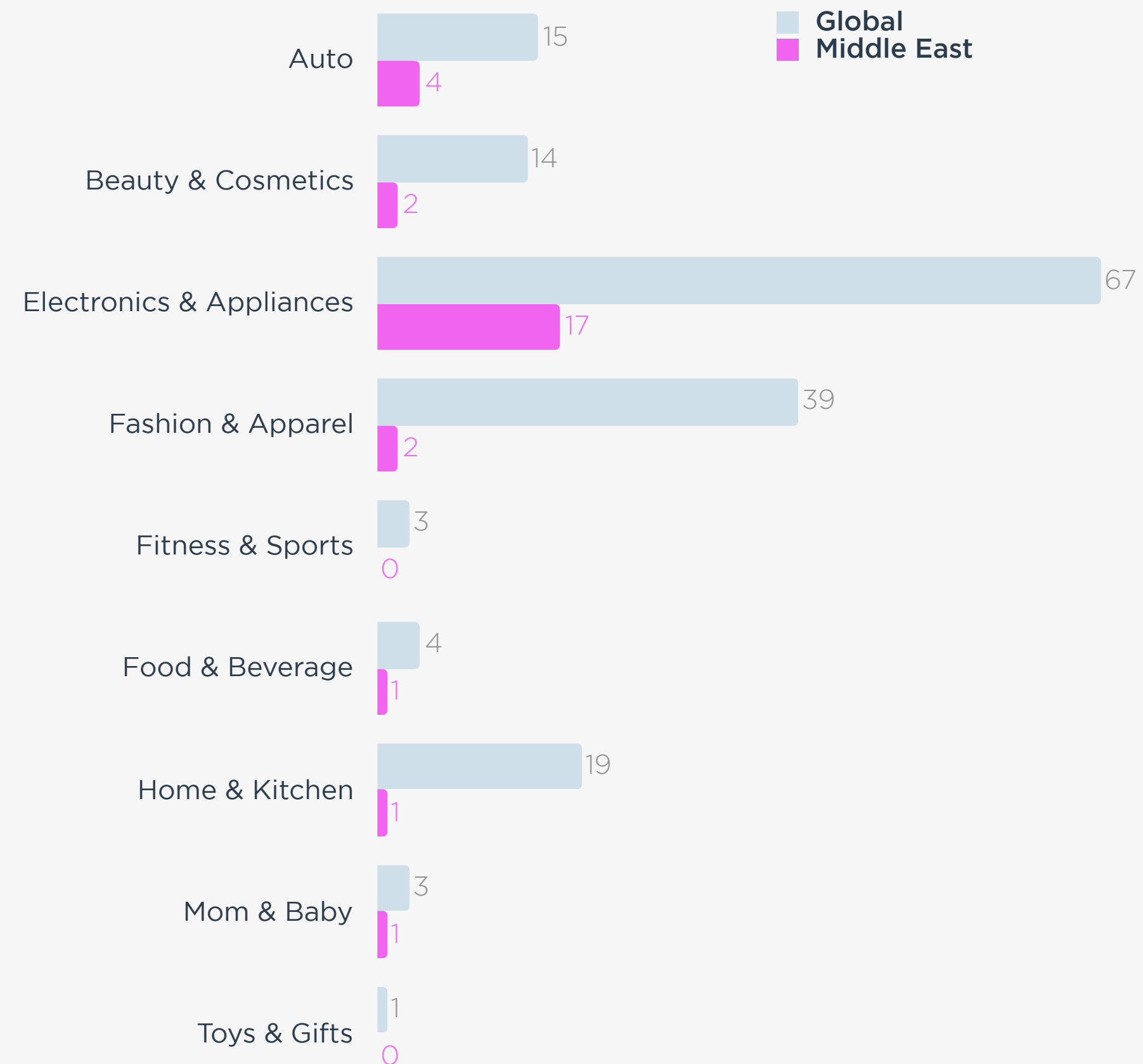


MIDDLE EAST: BRANDS BY CATEGORY

Categories Where Chinese Brands Are Penetrating

NUMBER OF BRANDS BY REGION (PER CATEGORY)

As measured by country-specific Web presence



BRANDS PRIORITIZING THE MIDDLE EAST

Countries which rank 1-3 for the brand in global web traffic

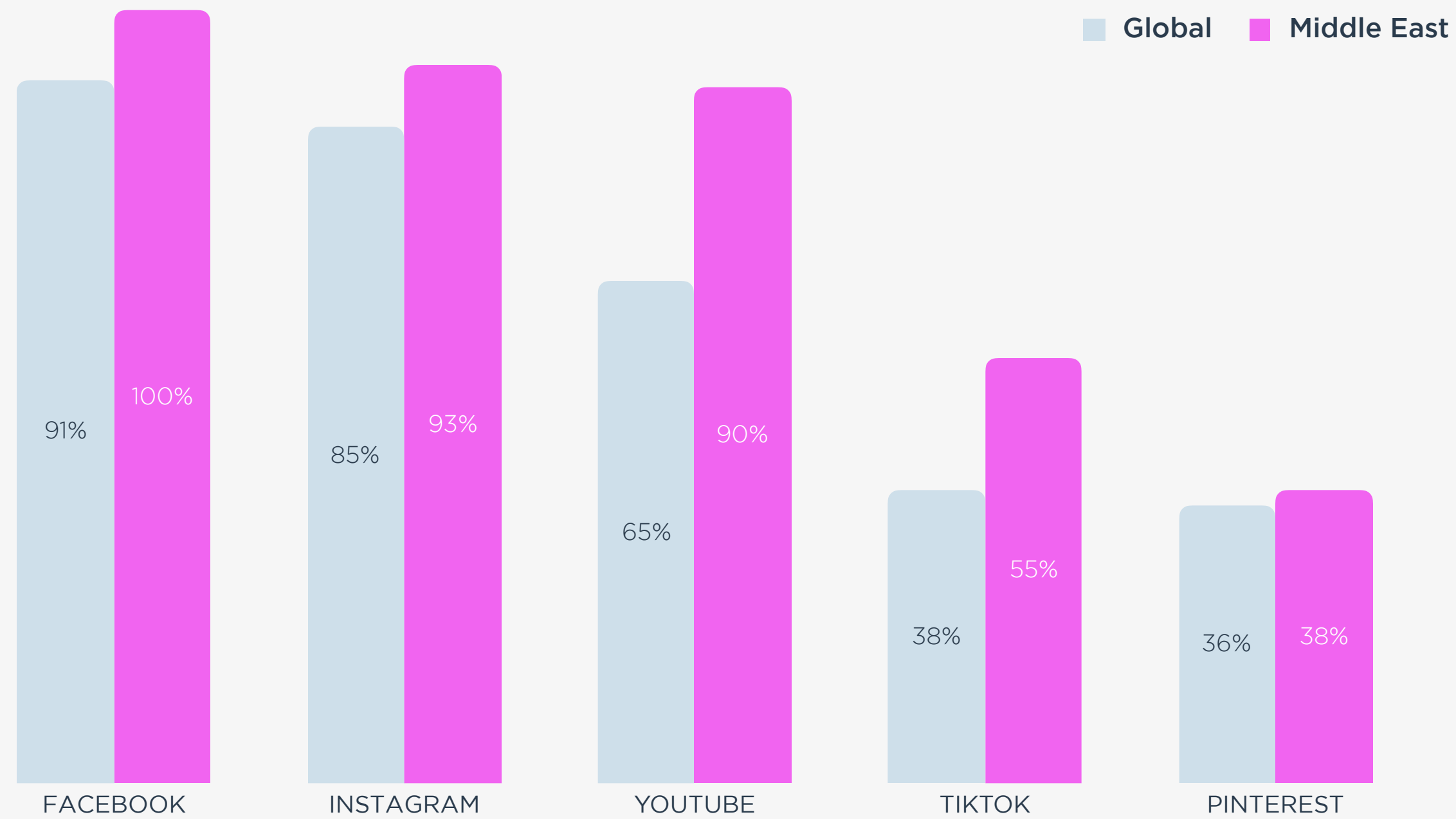
Company	Category	Hero Product	Country	Global Rank for Brand
Nillkin	Electronics & Appliances	Phone Accessories	Iran	2
FAW Motors	Auto	Cars	Saudi Arabia	2
Soulfeel	Fashion & Apparel	Bracelet	UAE	4
JAC Motors	Auto	Car	Lebanon	4
Haylou	Electronics & Appliances	Smart Watch	Iran	5
Curren	Fashion & Apparel	Watch	Oman	5

MIDDLE EAST: SOCIAL MEDIA PRACTICES

By Chinese Brands in Market

USE OF SOCIAL PLATFORMS IN REGION

Versus Global Average Per Platform

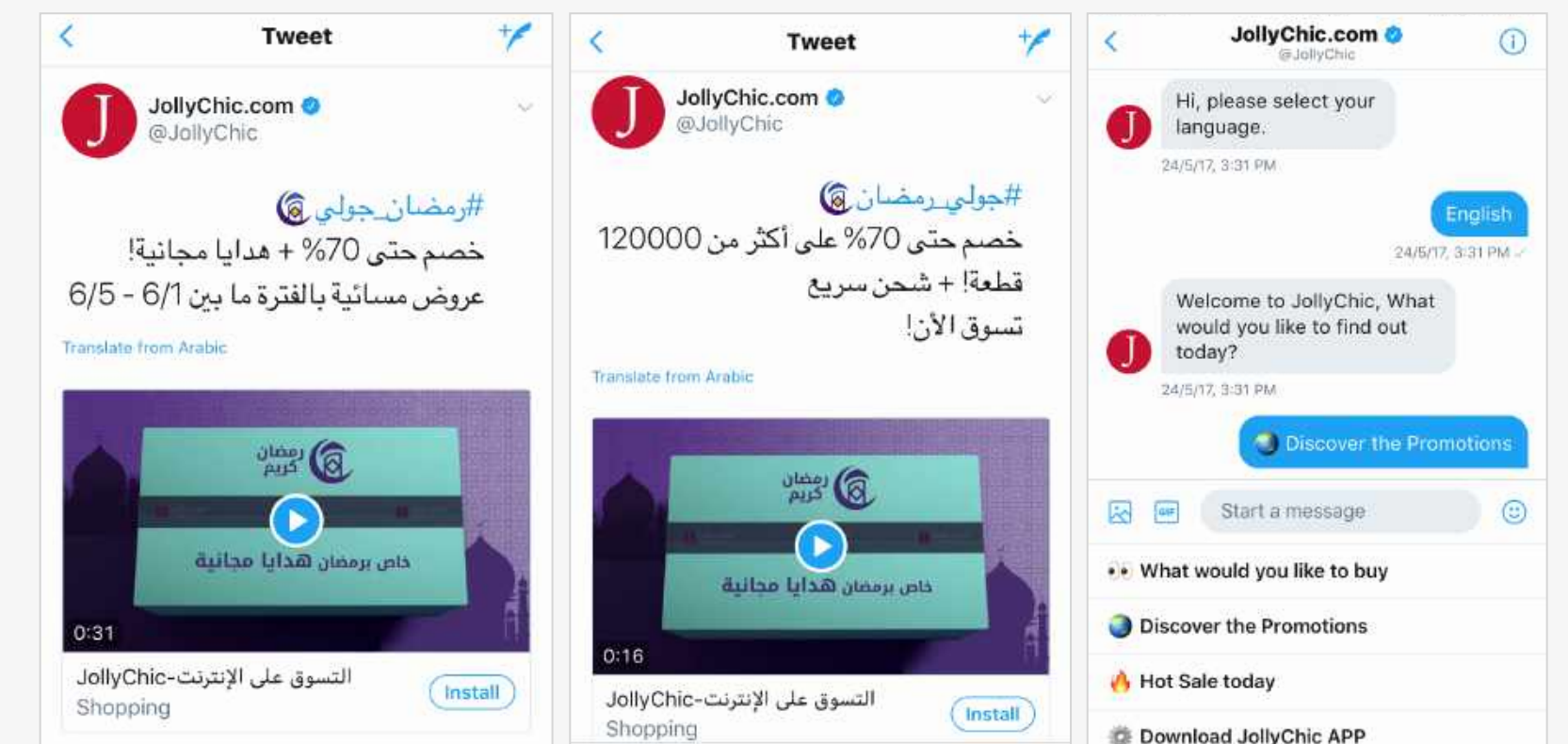


POCO GENERATES SERIOUS BUZZ IN EGYPT VIA TIKTOK



POCO created a branded hashtag challenge called #أنا وِينر (#AmAWinner). The challenge featured a popular local band, The Sharmoofers and also created a branded effect emphasizing POCO X3. These moves saw engagement hit 20 million, exceeding expectations and reaching 62% of TikTok's Egyptian users.

JOLLYCHIC LAUNCHES A RAMADAN CAMPAIGN ON TWITTER



JollyChic launched the #JollyRamadan Twitter campaign for the month of Ramadan in Saudi Arabia - where sales are growing swiftly. They designed a branded emoji with a distinctive hashtag. Promotional videos and direct messaging drove deeper engagement by offering discounts to a targeted audience.

AFRICA

Despite a massive population, Africa presents a challenge for brand entrants with; low per capita incomes, low spending power, and a massive level of fragmentation and diversity. In short, its hard to localize for effectively and the ROI per country is modest. Relative to other regions, Africa may take more time.

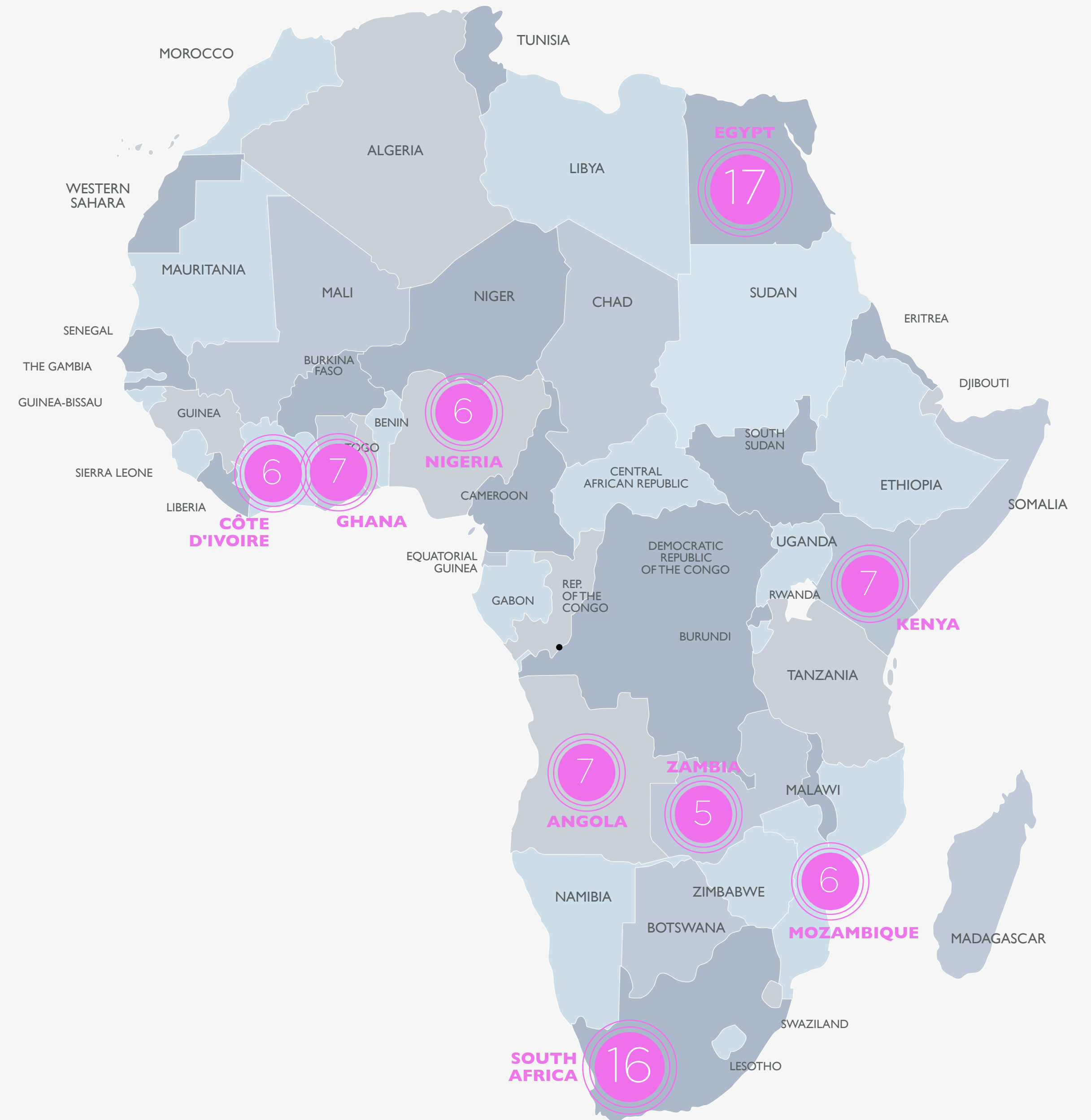
That said, for brands that want to pick-their-spots, there are some high-potential markets, with growing affluence and stability. Sentiment in Africa to Chinese brands is also favorable.



AFRICA

Population: 1.307 Billion
GDP (ppp): US\$6.7 Trillion
GDP per capita: US\$1,970

12.2% Of Chinese Brands Present

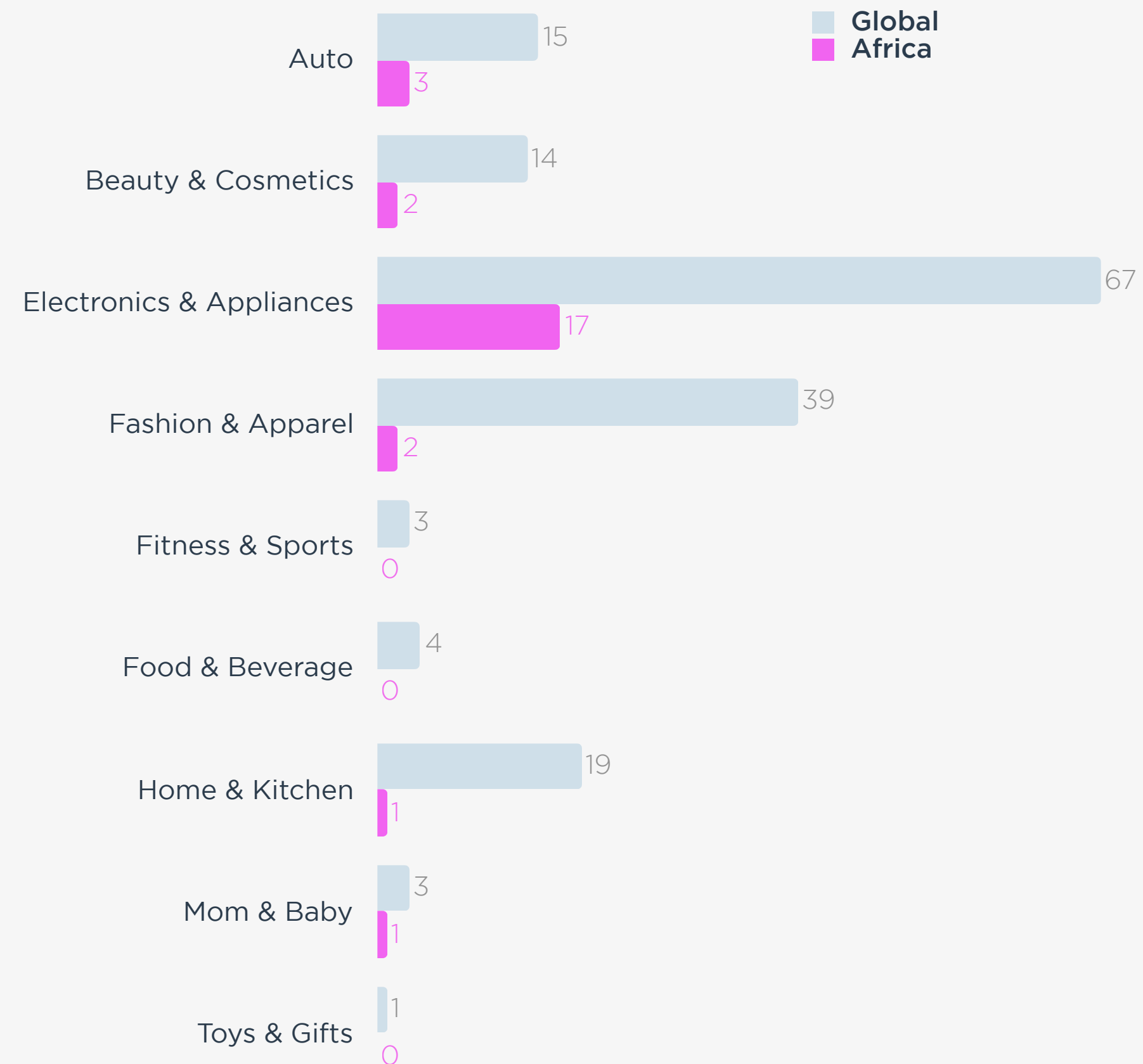


AFRICA: BRANDS BY CATEGORY

Categories Where Chinese Brands Are Penetrating

NUMBER OF BRANDS BY REGION (PER CATEGORY)

As measured by country-specific Web presence



BRANDS PRIORITIZING AFRICA

Countries which rank 1-3 for the brand in global web traffic

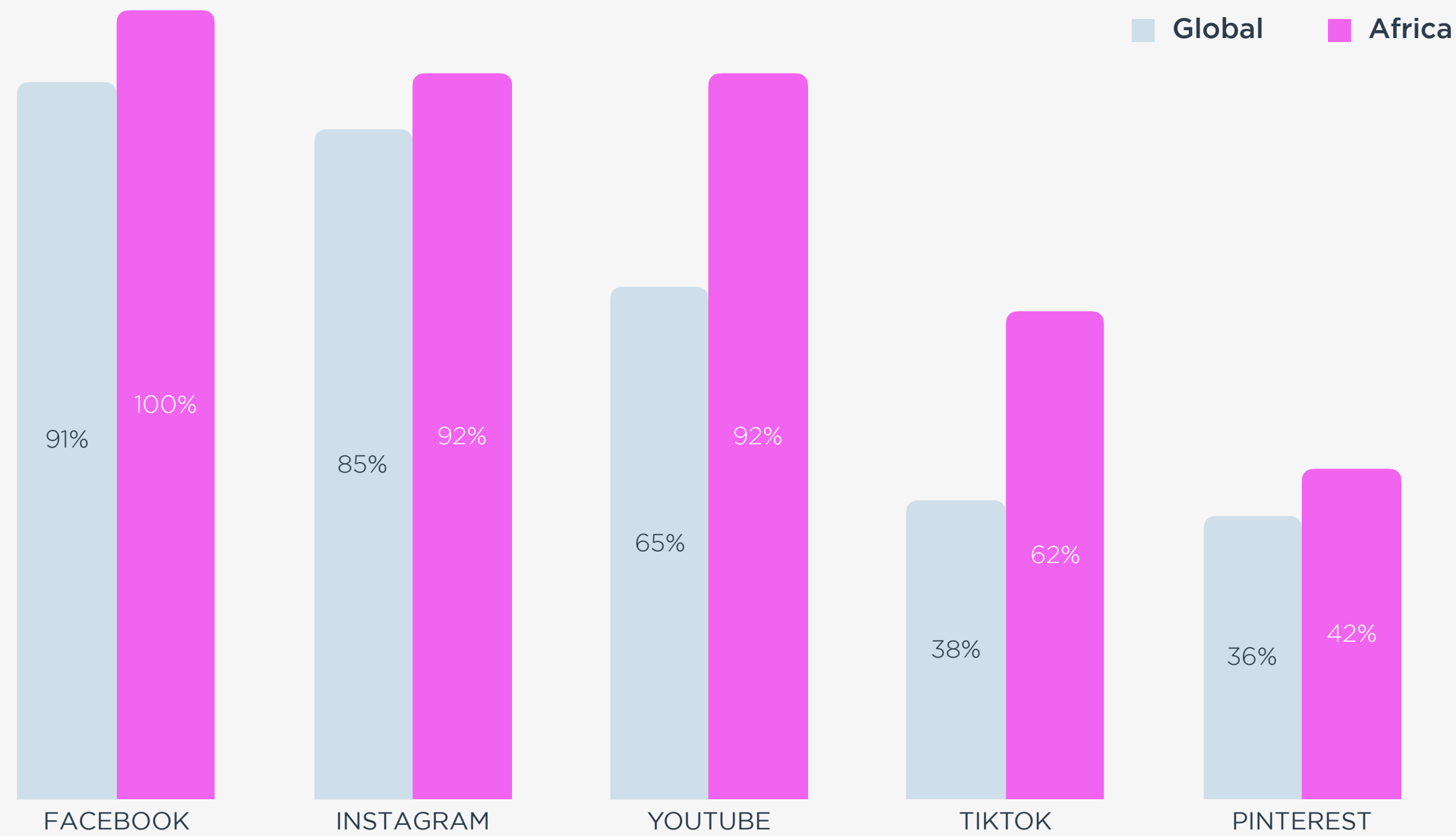
Company	Category	Hero Product	Country	Global Rank for Brand
Tecno	Electronics & Appliances	Smart Phone	Nigeria	2
Unice	Fashion & Apparel	Wig	Benin	2
Haval	Auto	Car	S. Africa	2
Curren	Fashion & Apparel	Watch	Benin	3

AFRICA: SOCIAL MEDIA PRACTICES

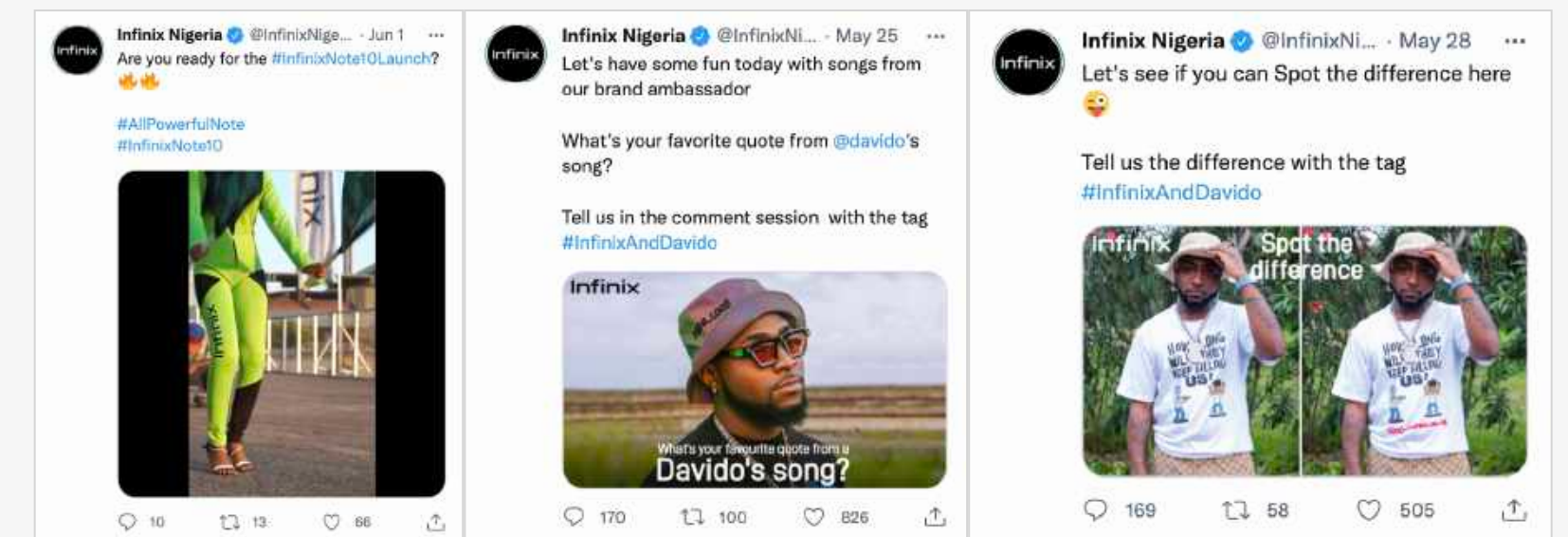
By Chinese Brands in Market

USE OF SOCIAL PLATFORMS IN REGION

Versus Global Average Per Platform

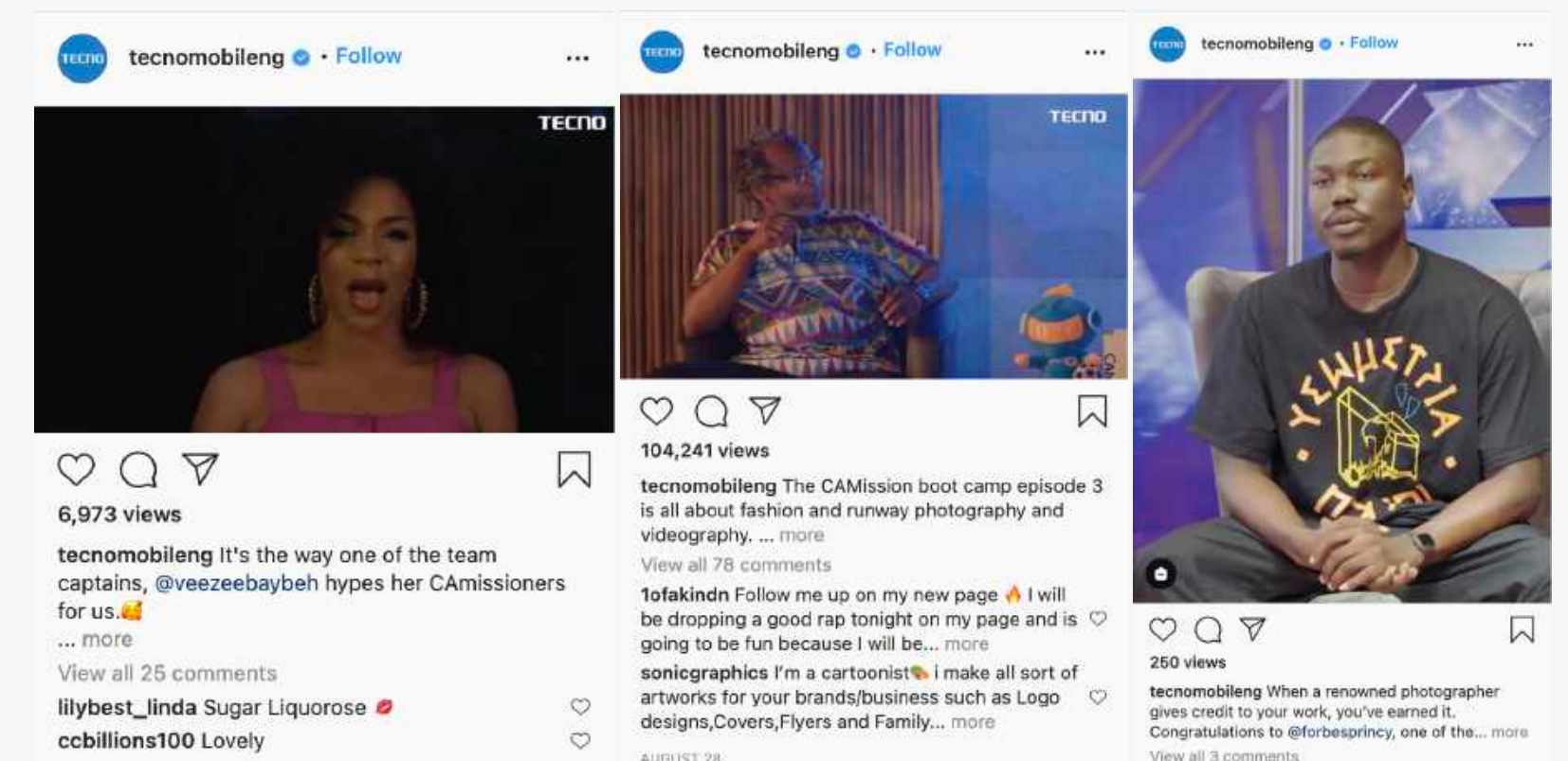


INFINIX LOCALIZES TWITTER FEED FOR NIGERIA



Smart phone brand Infinix has a dedicated Twitter page for people in Nigeria, where they have been enjoying success. Using Nigerian models for their content helps strengthen their audience connections, and they have amassed around 400K followers so far.

USING LOCAL FACES AND INFLUENCERS TO STAY RELATABLE



Tecno Mobile has done a nice job creating a dedicated Instagram page for Nigeria. They have been tapping local influencers to create content that both fits the overall brand messaging and captures local interests.

OCEANIA

Few of the countries in this region have the scale to attract attention from ambitious Chinese brands. At the same time, poor sentiment in Australia and New Zealand toward Chinese brands have hampered growth plans of early entrants (eg. Huawei).

There have been a number of high profile sports event sponsorships in Australia - mostly notable being Guojiao 1573 and Ganten Water's sponsorships of the Australian Open Tennis event. These sponsorships however have more to do with brand growth in China, than they do with Australian or Global markets.

This region is probably the least attractive of any for budding Chinese brands.



OCEANIA

Population: 38 Million

GDP (ppp): US\$1.67 Trillion

GDP per capita: US\$22,647

12.2% Of Chinese Brands Present

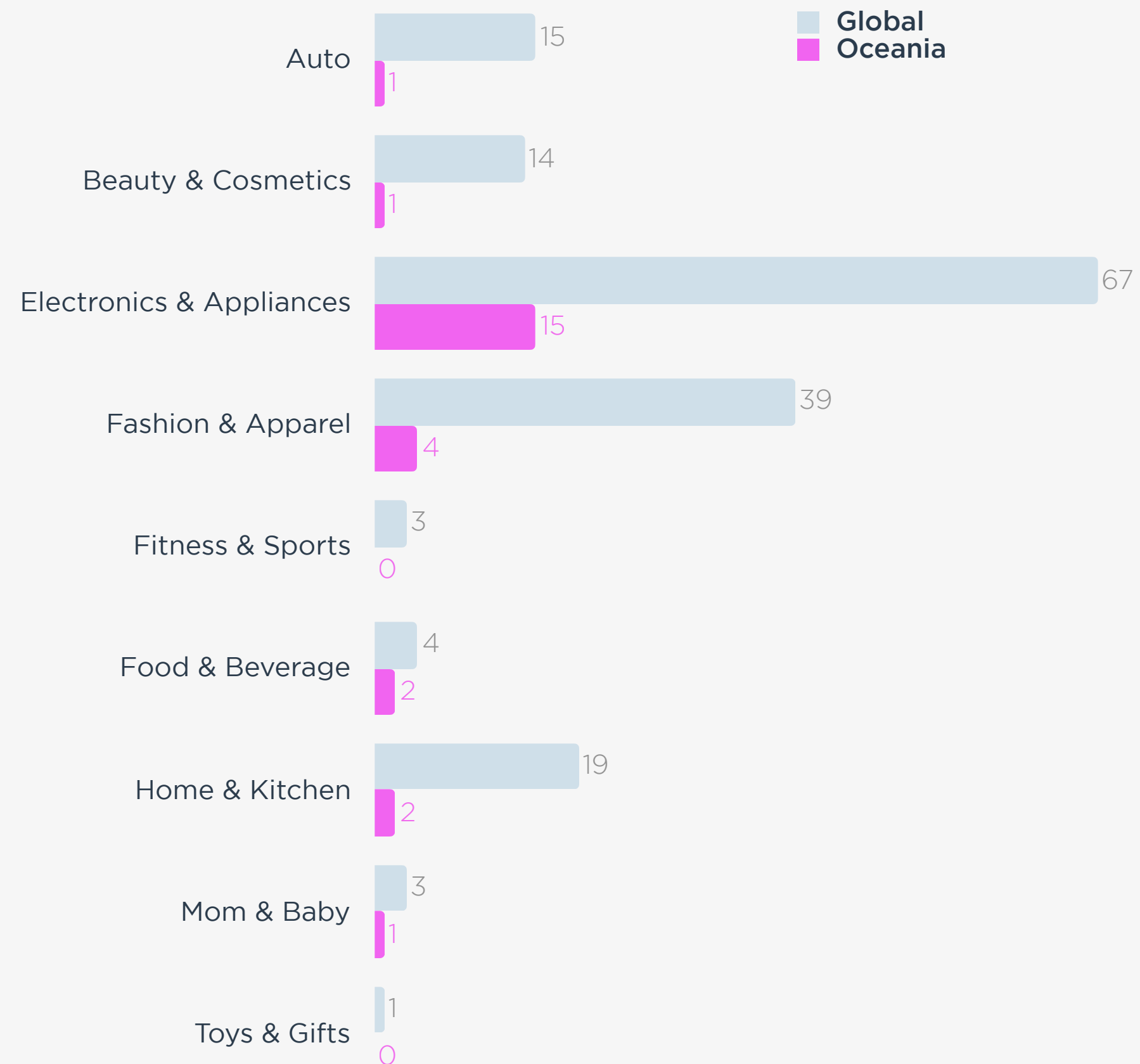


OCEANIA: BRANDS BY CATEGORY

Categories Where Chinese Brands Are Penetrating

NUMBER OF BRANDS BY REGION (PER CATEGORY)

As measured by country-specific Web presence



BRANDS PRIORITIZING OCEANIA

Countries which rank 1-3 for the brand in global web traffic

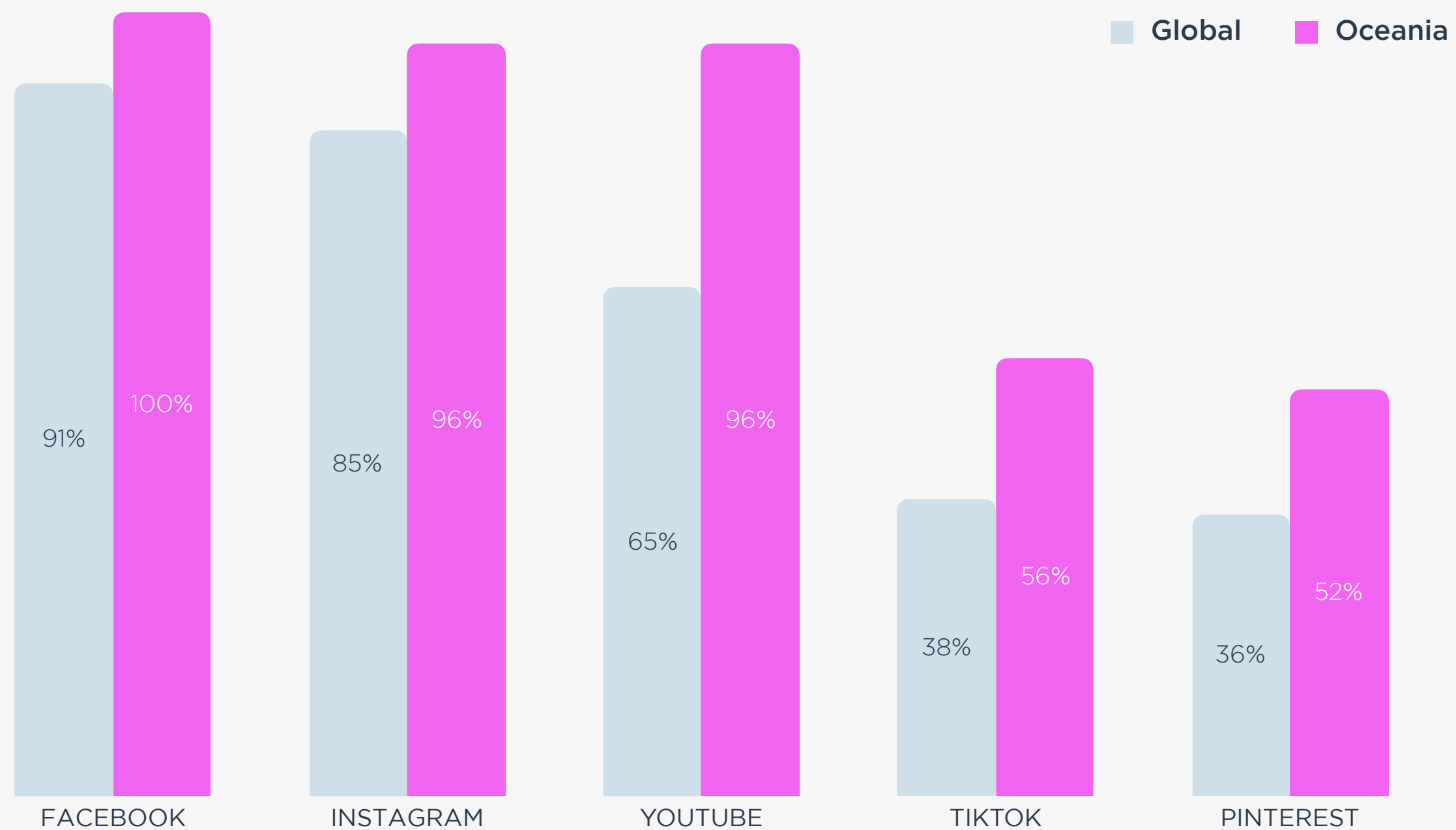
Company	Category	Hero Product	Country	Global Rank for Brand
Haval	Auto	Car	Australia	1
Cosme-de.com	Beauty & Cosmetics	Makeup & Skincare	Australia	1
Strawberrynet	Beauty & Cosmetics	Cosmetics	Australia	2
KONKA	Electronics & Appliances	TV	New Zealand	2
Snapmaker	Electronics & Appliances	3D Printer	Australia	3
Sungrow Power	Electronics & Appliances	Inverter	Australia	3
Great Wall	Auto	Car	Australia	3

OCEANIA: SOCIAL MEDIA PRACTICES

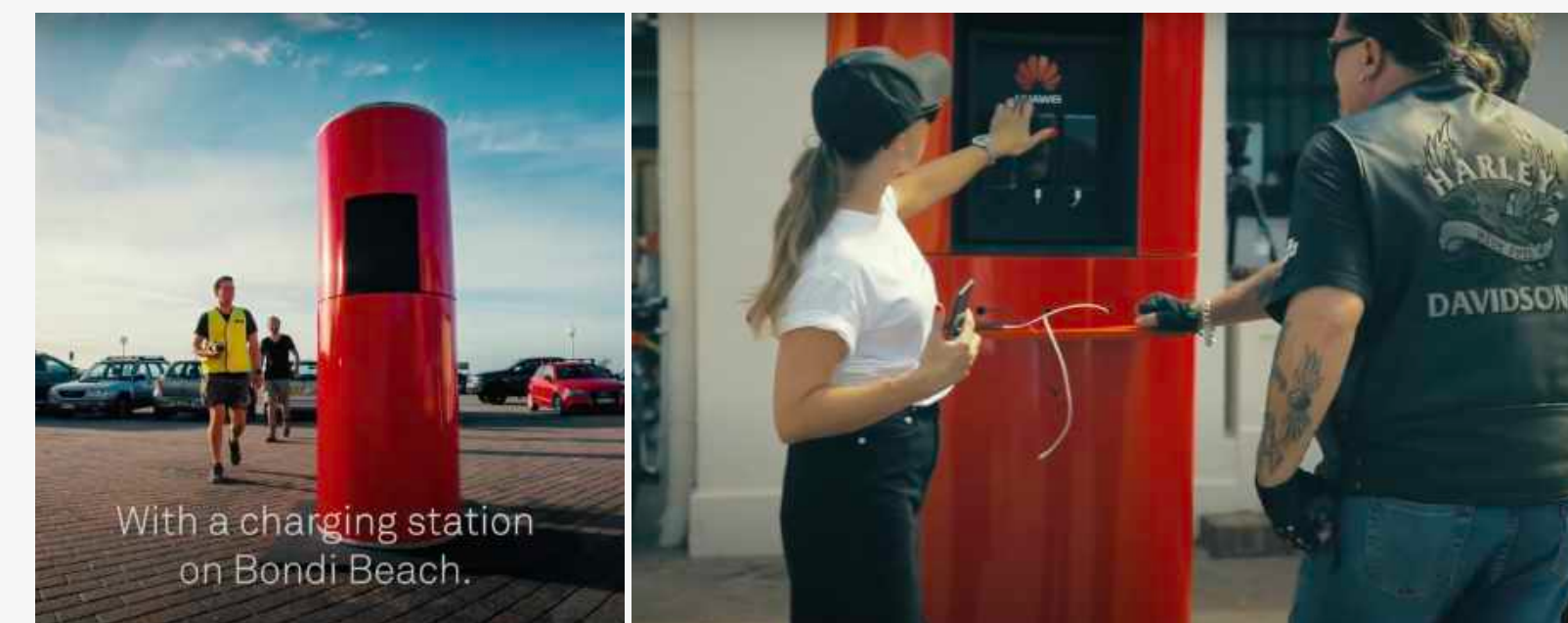
By Chinese Brands in Market

USE OF SOCIAL PLATFORMS IN REGION

Versus Global Average Per Platform



HUAWEI FINDS ALTERNATIVES TO ADS FOR BRAND BUILDING



With a charging station on Bondi Beach.

Huawei installed a charging station at Bondi Beach in Australia, helping solve a common problem while adding a highly visible and functional branded phone charging station for the area's many visitors. This was part of a broader effort by Huawei to connect the brand to beach culture in Australia.

GANTEN KEEPS TENNIS STARS HYDRATED AT AUSTRALIAN OPEN



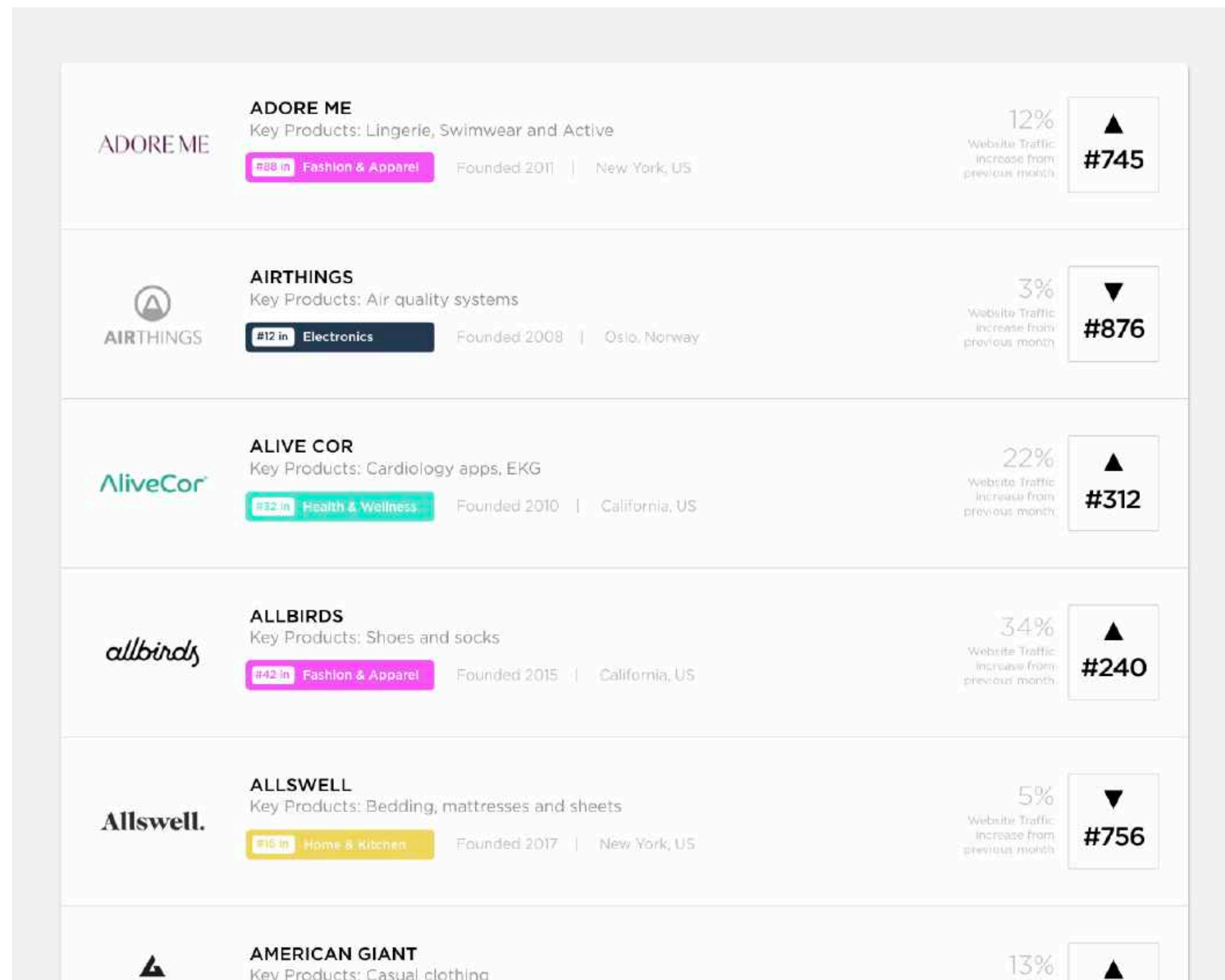
Chinese bottled water brand Ganten was an official sponsor of the Australian Open. This sponsorship was the subject of widespread confusion in Australia. French tennis player Gaël Monfils pouring water on his face to cool off in the sweltering heat got more media attention than Ganten did.

TOTEM

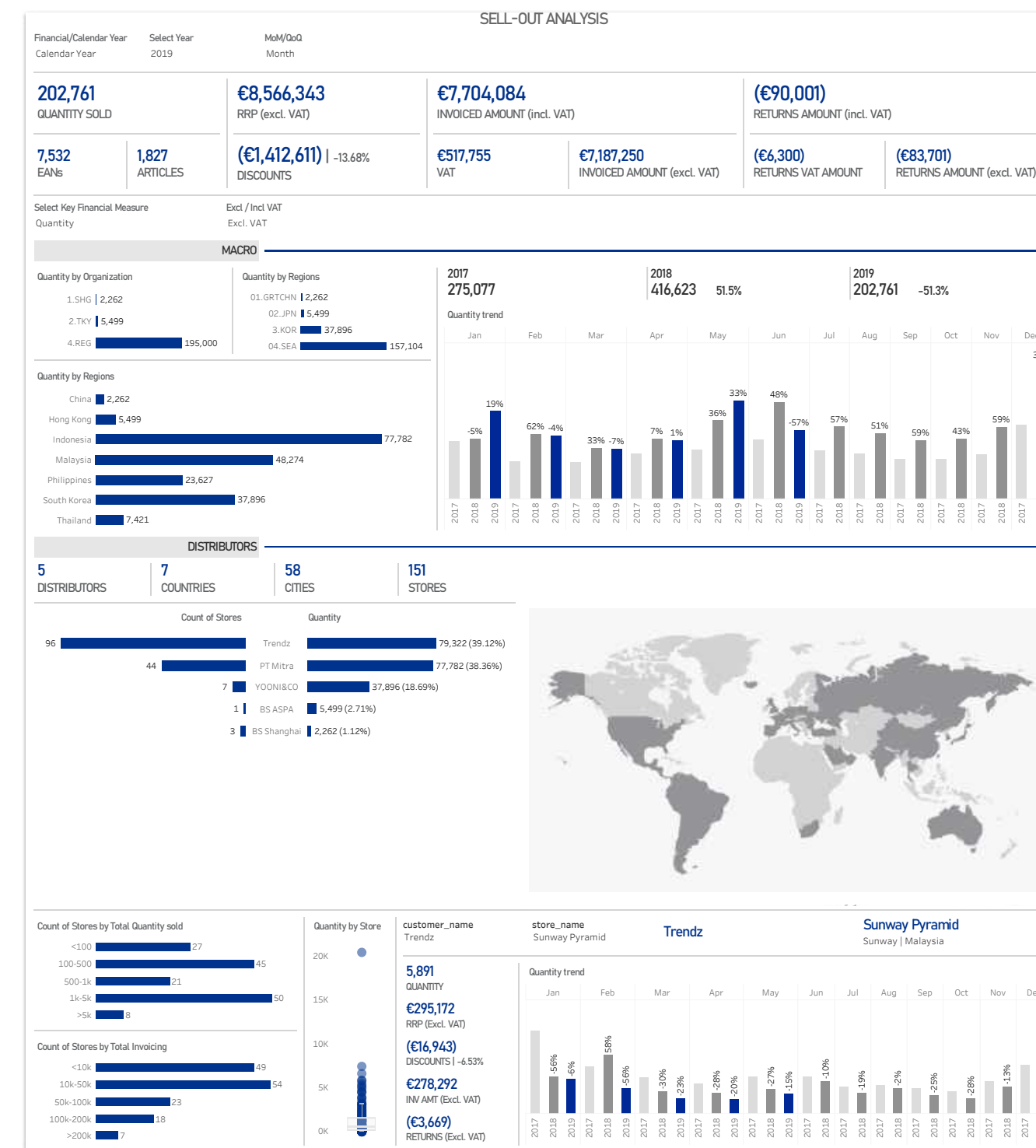
Chris Baker, Founder

Email: chris@totemmedia.co

www.talktototem.com



Totem's Global Database of DTC brands.



Global data visualization & analysis, brand & sales growth

SCALING BRANDS INTO NEW MARKETS

Totem works with a range of brands Globally, in APAC and China, on brand strategy and business intelligence solutions.

Our clients range across industries, including; retail, fashion, beauty, travel, entertainment and finance.

Projects for our clients address critical issues including; **new markets entry, corporate development and M&A advisory**, digital capabilities/innovation, brand strategy/positioning, category design and data insights and analysis.

www.talktototem.com/dtc-insights