

Online Payment in China

Transitioning from Cash to E-Commerce Solutions

Report Introduction

Over twenty years after the first credit card was launched in China, and six years since the Chinese banks were unified in under a nationwide network, online payments are finally starting to catch on in China. Home to what is already one of the largest online populations in the world, at over 220 million users, China is a market ripe with potential for online payment services, but for those interested in entering the market, a number of unique challenges remain.

In this report, we highlight the potential for online payment in China as well as the potential pitfalls and challenges that you will encounter. We also examine the brief history of, the current state of, and the future development of online payments in China. Lastly, we have also identified and profiled the key Chinese companies to look out for in the market today.

Key Questions Answered

Below are some of the key questions that will be answered in this report:

- How important is the role of cash and prepaid payments in China today?
- What is the role of credit cards for online payment development in China?
- Which online payment models will become widely accepted in China?
- What is the regulatory environment for online payment in China?
- Which companies are leading the way in China's online payment sector?
- What are the strengths and weaknesses of the major online payment companies in China?
- Are online payment companies in China making money?
- What are the challenges and risks for online payment companies in China?
- What opportunities are available for market entry and growth?
- Is there a potential "China Paypal" in the market today?

Sample Figure: China's Online Payment Registered Users 2003-2007 (M)

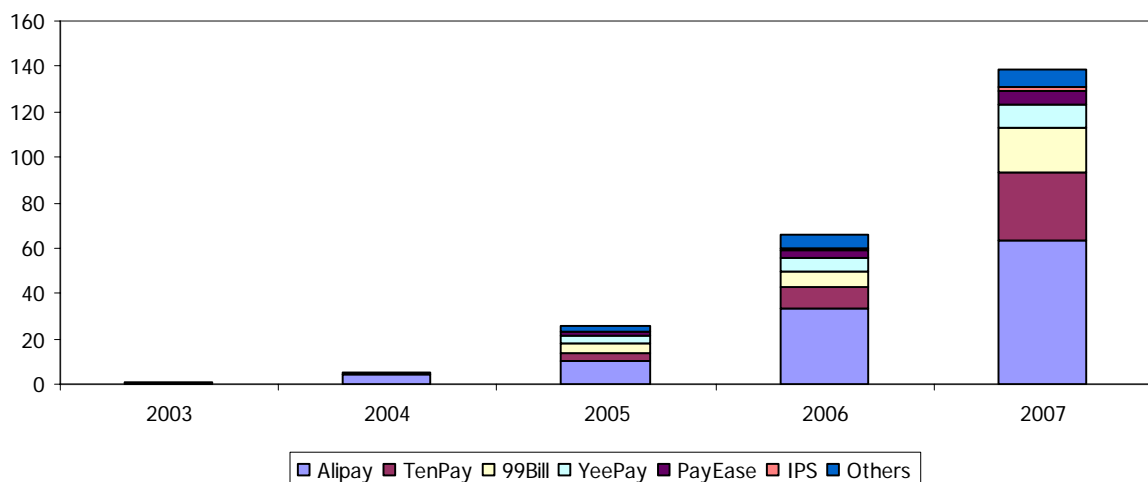


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