

GUIDING SWISS COMPANIES THROUGH CHINA'S DIGITAL ECOSYSTEM



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DIGITAL ECOSYSTEM

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1. Foreword

Swiss Business Hub China has commissioned this guide to help Swiss companies take practical steps to succeed in China's digital ecosystem. This guide is an abbreviated version of a longer report, those wishing greater detail can contact Swiss Business Hub China to request the full version.

With the world's largest e-commerce market, over 800 million active shoppers, over one billion internet users, and a significantly different language and cultural landscape, deciding where to start in China can be overwhelming.

This guide aims to simplify the process by providing clear, practical information on the most relevant pathways for Swiss companies. It is equally aimed at Swiss companies with no knowledge of China, as well as those who are already in the market and looking to make important decisions about where and how to invest their marketing budget.

It is important to note that the advice in this document has been written with the Swiss SMEs in mind. While it is a reality that China is an expensive market to succeed in, an effort has been made to exclude typical China success stories with brands spending millions on influencers and to provide realistic costings that we have seen achieve basic through to mid-market performance on e-commerce and marketing platforms.



Joel Saurina
Head of Swiss Business Hub China

joel.saurina@eda.admin.ch
+86 10 8532 88 88

Swiss Business Hub China
Embassy of Switzerland
Sanlitun Dongwujie 3
100600 Beijing
China

2. Executive Summary

2.1. INITIAL SITUATION

According to the recently published survey of Swiss companies operating in China (conducted by various organisations in cooperation with the Embassy of Switzerland in China), confidence in the market has soared with the reopening of the Chinese border. However, companies were also wary of the need to market themselves effectively to succeed in China. In fact, the 2nd most important factor for a company's success, according to the survey, was 'brand and awareness creation'. In light of this, Swiss Business Hub China commissioned this report to outline the digital ecosystem in China in order to better prepare Swiss companies to achieve meaningful 'brand and awareness creation'.

2.2. RESULTS

Key strategic takeaways:

- China has a huge number of digital platforms, but Swiss SMEs will initially focus on the major players before specializing. A typical digital strategy will be having a presence on a major e-commerce platform such as Tmall or JD, supported by execution on social media platforms, most likely RED, Douyin and WeChat.
- SMEs need to be realistic about how expensive it is to get a foothold in China. If the goal is to turn a profit quickly, revenues will be low and it will be a long-term strategy. If high revenue is sought, accept that significant resource will be required and that breaking even in year 2-3 is most realistic. On the positive side, the size of the market provides an unparalleled opportunity once this foothold is established. A basic presence in market can be achieved with an annual budget of CHF 50,000-100,000, but to be confident in the performance of your brand this is typically CHF 300,000+. This range is highly dependent on the product category and internal expertise and resources (i.e., an experienced Chinese staff member).
- Being commercially successful in China requires an aggressive, agile business mindset, as well as a nuanced cultural understanding of the market and the consumer. For this reason, foreign companies nearly always have to engage a partner – dubbed a 'TP' – to manage their China engagement. The services required will vary depending on the company's capability.
- A major reason for this nuanced understanding of the market is the need for livestreaming and local influencers as key pillars of your marketing strategy. This is an entire ecosystem in its own right, and understanding it intimately is critical.
- There are promising opportunities for Swiss companies in health supplements, skincare, and dairy (categories we closely track). Health supplements lead the way in terms of potential for SMEs, with relevant consumer trends and regulatory rules meaning that the playing field is comparatively more level for all foreign brands.
- From studying the performance of Swiss brands online in China, several key lessons for prospective entrants are: Take advantage of the huge amount of data available in China by intelligently interpreting it to create relevant content and product/brand positioning, play on the strong perception of Switzerland as professional and scientific where possible, tailor content to the market by acknowledging the multitude of local festivals and celebrations, through NPD (*New Product Development*) or tweaking messaging – make sure that the Chinese consumer is at the forefront of your mind, as their needs are often very different from your other markets, customer service and after-sales support is critical in China and an area where foreign brands often fail, as the Chinese level of scrutiny is very high, especially for new brands, low budgets are obviously difficult to implement so consistency of engagement – even if low - is critical if brands aren't well-resourced.

3. Important Context & Strategic Considerations When Working in China's Digital Ecosystem

3.1. WHAT IS MEANT BY 'THE DIGITAL ECOSYSTEM'?

Chinese consumers are highly active online, and brands, apps and internet businesses are constantly catering to them. This makes for a much more dynamic online landscape than a typical European consumer experiences. For ease of reading, this report has separate sections on 'Social Media Platforms' and 'E-commerce Platforms'. However, it is worth noting that the line between the two is becoming increasingly blurred, and purchases are increasingly being made on platforms that are typically used to view content. A sound strategy in China must streamline and coordinate all offline and online sales and marketing touchpoints, both in China and in your other markets that might reach Chinese consumers.

3.2. WHAT DO THESE PLATFORMS LOOK LIKE?

Social media platforms all have their standout feature or unique element that established them, but most have evolved over the years to have similar capabilities. Today, you will find that most platforms offer messaging, video content, live streaming, e-commerce and more. Successful SMEs often have a basic strategy across several of these platforms, but focus their investment on one or two platforms that are most relevant to them, rather than spreading themselves too thin.

While 'brand.com' websites or retailer websites are common channels in Europe, they make up a tiny fraction of e-commerce in China. Almost all e-commerce is driven by platforms. These e-commerce 'platforms' are far more engaging than Amazon in China, with brands often having an equivalent of a mini-website hosted within the platform (this is called a 'flagship store'). Often SMEs will initially focus on one e-commerce platform (the majority on Tmall, China's largest B2C platform) as they are very expensive to operate successfully, but then expand to other platforms with the cost efficiency of having a partner manage more than one platform or storefront.

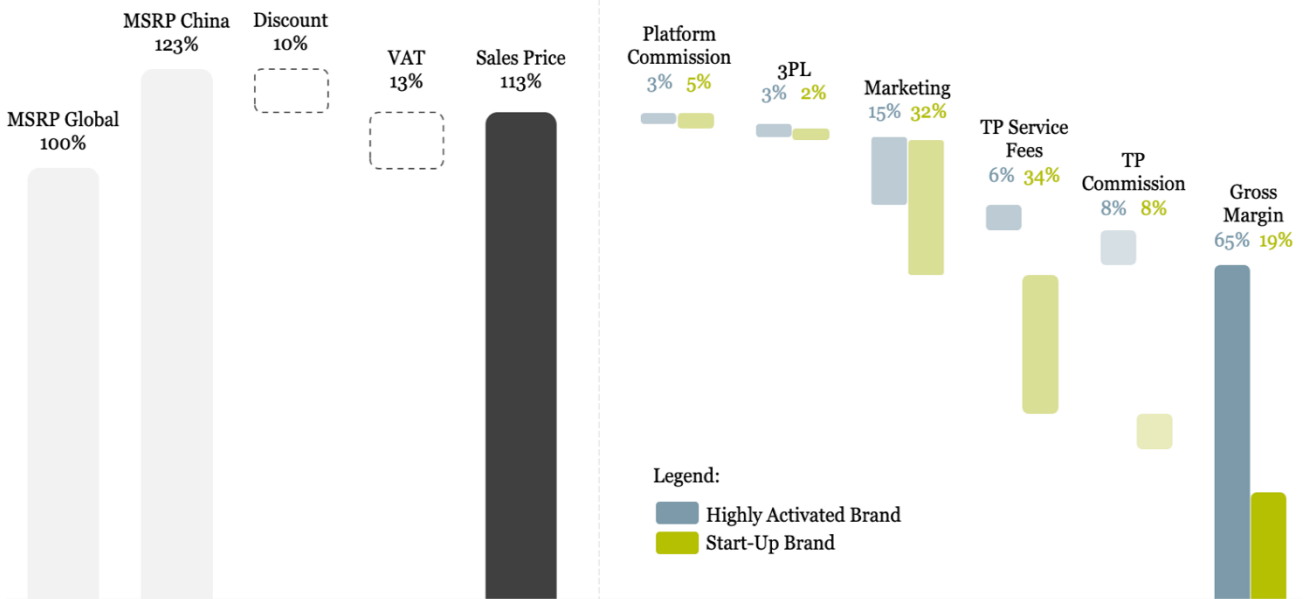
3.3. NAVIGATING THIS COMPLICATED ECOSYSTEM WITH A PARTNER

This is often overwhelming for a foreign company launching in China without local staff, knowledge and experience. For this reason, the vast majority work with a partner – usually in the form of a "TP" (*Tmall Partner* – however this term now encompasses partners who manage all e-commerce platforms), in fact some e-commerce platforms require that you work with a TP. Swiss Business Hub China has a report dedicated to TPs and how to engage them which can be found [here](#).

However, it is still critical to understand this ecosystem yourself, as you will need to pitch yourself to quality TPs and develop your own strategy. You may also find that you can take on some elements yourself. Too many brands go into these relationships blind, pay extraordinarily high fees for a couple of years, and then exit the market with nothing to show for it.

3.4. SETTING EXPECTATIONS: A LONGER ROAD TO PROFIT

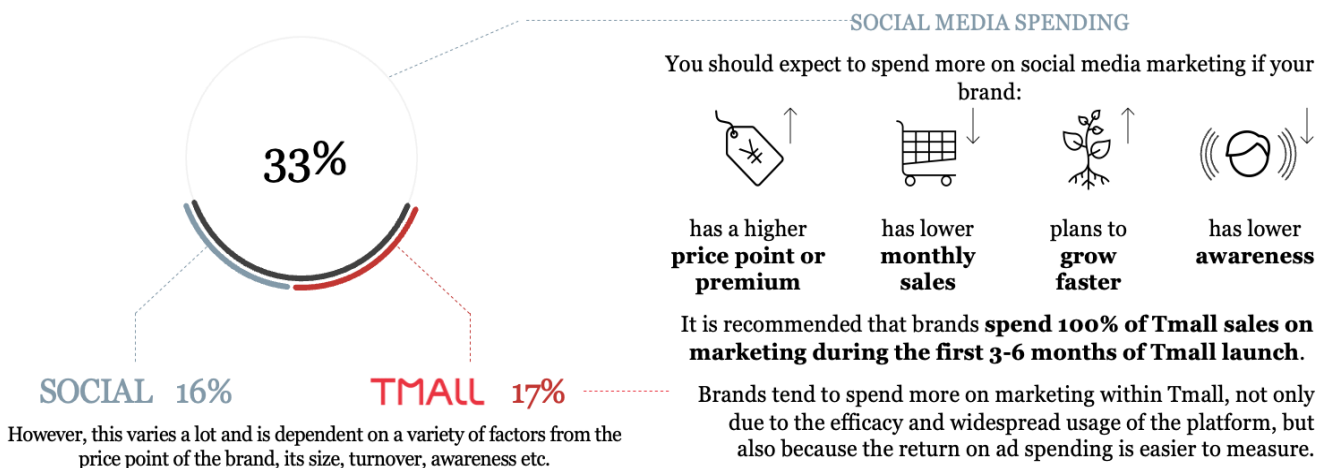
The graphic below is critical for Swiss companies to understand when considering entering China. The breakdown of where a sale's revenue is distributed comes from a TP as a representation of platform costs for two typical brand cases running a 'flagship store' (the gold standard in e-commerce); a new-to-market brand and a highly activated brand that has a strong contingent of acquired consumers, greater market awareness and higher sales. As you can see, the first few years are often a struggle to break even (note that cost-of-goods and other costs aren't included here), so a China strategy should be a long-term one. Of course, the size of the market makes those early years worthwhile.



*3PL = Third Party Logistics

3.5. HOW DO BRANDS USUALLY SPEND THEIR DIGITAL BUDGET ACROSS SOCIAL MEDIA AND E-COMMERCE?

Based on our experience working with brands across many categories, as well as analysis from other researchers, brands of varying maturity, scale and category spend an average of **33% of their net Tmall GMV (Gross Merchandising Value) on marketing**, 16% on social media and 17% on Tmall advertising. This is a good rule of thumb for Swiss companies to keep in mind when thinking about the long-term market and their online spend.



3.6. UNDERSTANDING THE DIFFERENCE BETWEEN CROSS-BORDER E-COMMERCE AND DOMESTIC E-COMMERCE

An important division on e-commerce platforms that impacts Swiss companies is CBEC (*Cross-border E-commerce*). In a nutshell, there are versions of or sections within e-commerce platforms that exclusively house foreign products. To give a sense of scale, around 2% of the entire e-commerce market is through CBEC. In practice for users, they will see CBEC listings interspersed with domestic listings when they search for products. To illustrate this, the full report includes a screenshot of the Alibaba ecosystem. Users primarily use the Taobao app (China's massive C2C platform), and the results include Tmall listings (China's largest B2C platform) as well as Tmall Global listings (China's largest CBEC platform) and native Taobao listings. Tmall Global is the largest CBEC platform but similarly, JD, Douyin, RED etc. all have their CBEC sites that integrated with the main, domestic app.

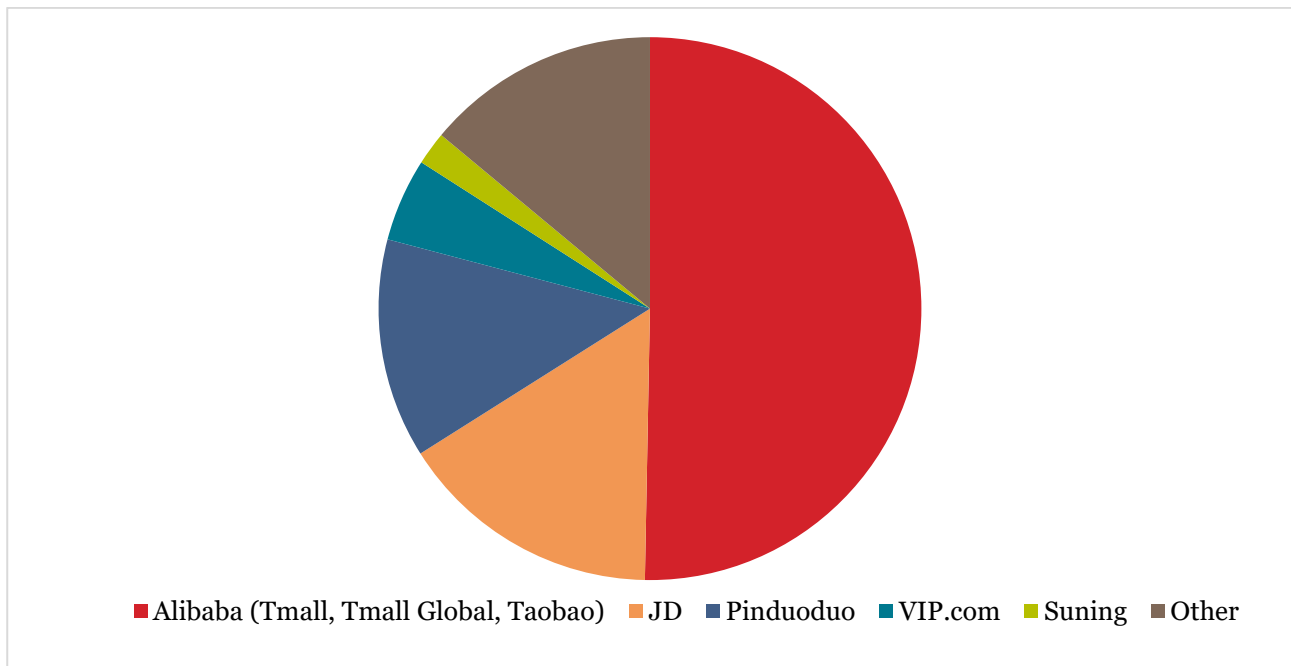
CBEC is often a natural first step for foreign companies as it is the 'easiest' option. You can ship products from your own home warehouses, you don't have to go through local product registration, and there is often a Europe-based platform representative to help with the process.

For categories such as skincare, cosmetics and health products, CBEC will be even more relevant, as some regulatory requirements to sell products domestically are nearly infeasible for SMEs. Swiss Business Hub China commissioned a report on Cross-Border E-commerce in 2021 which can be found at [on our website](#). This report provides actionable advice and options for brands to prepare.

4. E-commerce & Social Media Platform Market Shares

There are hundreds of potentially relevant digital platforms for Swiss companies in China, once they are mature in the market and able to compete with the best performing brands. However, initially and in the early years, it is likely that e-commerce will be done through the major platforms like Tmall and JD (and their Cross-Border versions) and social media execution through WeChat, RED and Douyin. Increasingly, there are opportunities to drive revenue through these 'social media' platforms, in particular Douyin, which is pushing its e-commerce capabilities. Below data is taken from annual reporting from respective platforms and companies.

E-commerce Market Share 2023 (Share of Total GMV)

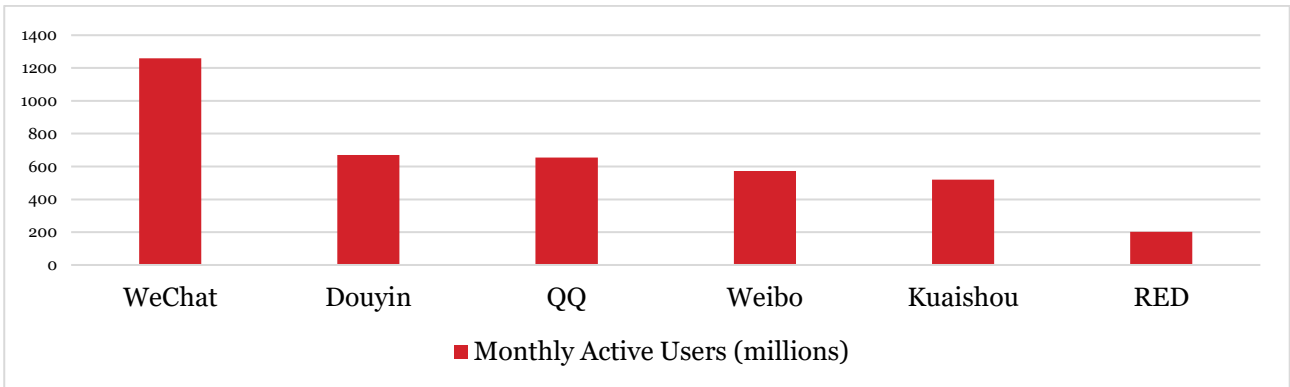


The Alibaba ecosystem dominates with Taobao, Tmall and Tmall Global (often the most relevant platform for new foreign entrants), alongside JD as another important B2C platform. Pinduoduo will not be relevant for most, if not all, Swiss companies as a very low-budget, discounted platform. This is followed by a highly fragmented tail of smaller e-commerce platforms that are much more specific – be it electronics, fashion or fresh food.

An important note here is that Douyin has not yet publicly disclosed its GMV figures. It is growing very fast and estimates would suggest that Douyin would rank 4th on this list with CNY 800 billion GMV (compared to Alibaba's CNY 8.3 trillion GMV), however the majority of its e-commerce is driven by livestreaming.

This is followed by a very long tail of platforms. However, many could provide opportunities for Swiss companies that are able to target very tailored opportunities. For example, a mother & baby app that has a small e-commerce section could provide a great opportunity through a campaign or collaboration, thus complementing the presence on the major platforms.

Social Media Market Share 2023 (By Monthly Active Users)



WeChat is the ubiquitous app that is a part of everyone’s life in China, but as a closed ecosystem it has some limitations when marketing.

Douyin (China’s TikTok) and Kuaishou are similar, very dynamic short-video platforms that dominate live streaming and are pushing hard into e-commerce.

QQ is a messaging app that Swiss companies do not need to pay attention to.

Weibo is one of the original social media platforms, often compared to Twitter. It has lost relevancy to foreign brands marketing in recent years, particularly as it requires a high level of investment and management to be effective.

RED has an affluent, female-dominated user base with a more sophisticated knowledge of foreign brands, making it a key platform for Swiss SMEs to target. Users come to the platform for reviewers, influencers and community, so brands must operate through these voices instead of traditional brand-led communications.

For most Swiss companies, RED and Douyin are key platforms to invest in.

5. Costs for E-commerce, Social Media & Information Platforms

Your costs will vary greatly depending on a number of factors, including your strategy on these platforms, how your chosen TP charges, what category you are in, and much more. The costs listed are aggregated based on the costs we see for typical consumer product brands. This section provides a snapshot of what you can expect in terms of costs for a very basic/low investment presence and a ‘mid-market’ presence, however a number of smaller e-commerce platforms do not cater for a basic ‘incubation’ style strategy as offered by larger platforms. There is a larger version of this section, with roughly a page dedicated to each platform introducing them and how they are typically used, a breakdown of the below costs and whether they are relevant for Swiss companies. Please contact Swiss Business Hub China for the full version.

An important note here is that the ‘basic presence’ costs mentioned require a ‘start-up mindset’ and will be impossible to do effectively if you have no Chinese staff, cultural knowledge or business acumen for China. We have seen SMEs successfully with this lean approach in their early years but have hired a local staff member to run multiple social media accounts and operations from the ground in China and be a ‘jack of all trades’. Compared to the cost of working solely through agencies, this can be effective when starting out small. Setting up an office in China is a time-consuming and expensive process, so you’ll likely need to work with partners with a ‘China General Manager’ service or TPs (Third Party) who will hire on your behalf with the goal of having that person become full-time for you in due course.

We see this as the most logical way to approach China as an SME, as in addition to managing the translation of assets, posting content, managing influencers, and developing the e-commerce touchpoint, you also have someone on hand for business development and broader opportunities.

Of course, there are much less involved approaches, such as finding a distributor and letting them take care of platforms, sub-distributors, TPs, and so on – just like any other market. There are pros and cons to this, and the aforementioned TP report does cover some of this discussion.

Annual Cost (in CHF and % of GMV (Gross Merchandise Value))

E-commerce Platforms	Basic Presence	Mid-Market Performance
Tmall Global (CBEC)	10,000 + 50% GMV	150,000 + 20-50% GMV
JD Worldwide (CBEC)	20,000 + 40% GMV	75,000 + 30% GMV
Domestic Tmall & JD	N/A	Largely similar to CBEC
VIP	N/A	20,000 + 10% GMV
Kaola	N/A	26,000 + 10% GMV
Douyin	65,000 + 15% GMV	260,000 + 5% GMV
WeChat	650 + 1% GMV	13,000 + 1% GMV
RED	6,500 + 15% GMV	36,000 + 15% GMV

Guideline Annual Cost (in CHF)

Social Media Platforms	Basic Presence	Mid-Market Performance
WeChat	3,000	70,000
RED	8,500	42,000
<u>Douyin</u>	1,300	42,000
Weibo	3,000	25,000
<u>Bilibili</u>	900	25,000
<u>Kuaishou</u>	1,500	30,000

Guideline Annual Cost (in CHF)

Information Platforms	Basic Presence	Mid-Market Performance
<u>Zhihu</u>	350	7,500
Baidu	350	16,000
Website	500	5,000

6. Marketing Tactics: Influencers & Livestreaming

Once you have got your social media and e-commerce platforms set up, it's time to use them to promote and sell your products. Two of the most prominent methods in China are through influencers and livestreamers. Swiss companies must recognize that these two tactics are critical in China.

To put this in context, influencers in China publish nearly 40 million posts per day, and the entire influencer economy is projected to be worth CHF 1 trillion by 2025 (China National Bureau of Statistics). Livestreaming is a core part of the shopping experience for a Chinese consumer, as shoppers increasingly want to be entertained.

We can see this in the skyrocketing growth of e-commerce on Douyin, where 50% of all sales are made through livestreams (WalktheChat). One thing that Swiss brands need to be aware of is that without a Chinese staff member who can manage and negotiate with potential influencers and streamers, or an agency to act on their behalf, it is impossible to efficiently achieve the 'basic performance' outlined in this section.

Overall: What can a Brand do for basic performance?

- With the basic account set up on social platforms, use Chinese-speaking staff to host free livestreams to showcase brand/product activities, participation in events or exhibitions, or any content that could appeal to the target audience.
- For small budgets, minor community influencers can be contracted for basic posts that generate at least some awareness of your platforms and brand. SMEs shouldn't be put off by the idea that influencers always cost a lot – with a local partner or employee to manage, low-cost influencers can begin generating slow but steady awareness growth.

Overall: What can a brand do for mid-market performance?

- Consistent livestreaming strategy that combines brand-building streams (across platforms) with expert hosts and in-house hosts to run live Q&A and demonstration, as well as sales-focused streams at key sales festivals using specialist hosts who drive high sales volume at these occasions.
- Intelligent influencer strategies tailored to your category and your brand (highly category dependent).
- Leveraging 'private traffic' influencers to grow organic and engaged followers of your brand, often with very involved collaboration to develop an authentic spokesperson for your brand.

6.1. TYPICAL INFLUENCER TYPES AND COSTS

6.1.1 Low-level influencers

Usually termed **Key Opinion Consumers (KOCs)** and **Content Writers (写手 xieshou)** (usually with 0-10k followers), these influencers can be a valuable part of your strategy by building a foundation of meaningful reviews when consumers start searching or seeing your brand. A typical KOC with 3,000 followers could cost 90 CHF for a video collaboration, while a Content Writer with 1,5000 followers might cost 60 CHF for a video collaboration. There are subtle differences between KOCs and Content Writers, but overall they can be considered as entry-level influencers.

6.1.2 Low-mid level influencers

These influencers are often the sweet spot for SMEs. They spend enough and reach enough that you can see a direct ROI (Return on Investment) for a well-prepared collaboration. On RED, an image-text post collaboration with an influencer with 400,000 followers could cost 3,000 CHF. Here SMEs can ideally build relationships with influencers who love your products and are an efficient and trusted resource for promotion.

6.1.3 Mid-level influencers

When working with these influencers, you have a sales target to justify the higher marketing cost and much more preparation. As part of the promotion, the influencer should either share the link to your online store or

host your product(s) on their own store for a commission. A sales-focused collaboration (via their store, link or livestreaming) will often carry a 30%-40% sales commission and fees will depend on their involvement and belief in the brand/product. For reference, a collaboration with a larger influencer (5 million followers) would be between CHF 30,000 – 40,000 plus commission depending on the length and requirements of your video/content/collaboration.

6.2. TYPICAL LIVESTREAMING TYPES AND COSTS

With livestreaming now built into most platforms and accessible as part of having an official/basic presence, it is better to think about the two core strategic uses of livestreaming: branding and sales. Here are typical forms of livestreams to incorporate into your overall digital engagement:

- **In-Switzerland Livestream:** Ideally an in-house resource to do ad-hoc livestreams from your office / production facility / events etc. If not, it can be expensive to hire a host for CHF 600+/hour, but it can be worth it as part of a well-prepared campaign.
- **Q&A / Demonstration Attached to E-commerce:** A salaried position, can be CHF 2,500/month to have an ongoing daily livestream in China for trained staff to engage store visitors. We have seen this work well in categories such as Food & Beverage, where an ongoing livestream shows recipes using the products while answering live questions.
- **Influencer Engagement:** Like commissioning a post, paying influencers with a range of audience sizes to mention or demonstrate your brand/product in their livestream is a great way to expose more consumers to your products.
- **Sales Livestream:** When awareness is built for your brand and product, this sales tool can be very effective. Negotiations dictate the commission streamers earn, but many fall in the 25%-40% range of the product price. More significant streamers would charge a fee (which can be CHF 50,000 for a few minutes of time for big name streamers), but lower-level streamers will work on commission alone if they like your brand/product.

7. Strategic Advice for Swiss Companies Targeting China

Based on the statistics generated by our e-commerce trackers, which cover Swiss-relevant categories such as health supplements, skincare and cosmetics, and dairy products, as well as case studies of Swiss companies active in on e-commerce and social media in China, a summary of advice is set out in this section as follows.

7.1. TIPS FOR THE HEALTH SUPPLEMENT CATEGORY

- This is an exciting category in China, where there is a widespread belief in the health benefits of Traditional Chinese Medicine (TCM). However, this means that Swiss brands need to recognize that certain ingredients may be associated with different health effects than in other markets, and that health habits can be also very different in China.
- Similar to skincare, this is another category where regulatory complications are common. To register a product for domestic e-commerce or general trade, brands often need to conduct tests which can cost millions and involve animal testing. For this reason, even market leaders like Swisse ([here is a link to their Tmall Global store](#)) will only register their hero SKUs and run the rest through Tmall Global / JD Worldwide, etc. This is good news for prospective entrants, as consumers are very accustomed to shopping on cross-border platforms and know about the problems of local registration.
- Note that these regulatory issues extend to marketing, and Swiss brands must do their due diligence before making claims on packaging or in advertising. Often brands will rely on influencers to make more significant claims on their behalf, but even this is coming under increasingly scrutinized.
- RED will once again be a critical platform for brands, as the platform is full of reviews and discussion about supplements and healthy lifestyles.
- As a highly trusted category, Swiss brands will also need to invest in ensuring that their domestic/European presence and products match what they sell in Chinese market. Consumers are very concerned and have been known to compare bottles and labels between markets to advise others on authenticity.

7.2. TIPS FOR THE SKINCARE CATEGORY

- You will need regulatory help if you want to sell on Chinese domestic e-commerce platforms. Until recently, this category required animal testing to sell on domestic platforms, and the implementation of new regulations has been tricky for some businesses to navigate. Be prepared to alter packaging or rephrase certain claims depending on your product category. For this reason, many foreign brands simply stick to CBEC (*Cross-Border E-commerce*).
- Over the past 5 years, there has been a huge surge in quality domestic skincare products that are marketed to understand and cater specifically to Chinese skin. Swiss brands need to be aware of this in their marketing, with it being wise to include any testimonials or content that shows the product is suitable for local skin needs.
- This category requires a significant market spend to attract consumers when using traditional advertising approaches, with equally fierce competition between foreign and domestic brands. Swiss SMEs must try to develop as much authentic awareness as possible. This could be done through Chinese communities and reseller networks in Europe.

- Due to concerns about product quality and legality, this category will likely require a presence on major e-commerce platforms like Tmall and JD. RED will be a critical platform for marketing, and if budget is limited, it should all be directed to RED.

7.3. TIPS FOR THE DAIRY CATEGORY

- Learning from the Western markets, China's dairy categories are now more similar to Europe, but vary from region to region.
- Overall, there is a drive to consume dairy products, as the government consistently recommends it in its health guidelines.
- Note that freshness and single-serve convenience are important. For example, most sales of 1 liter or larger milk packages are foreign brands, as consumers prefer small, single-serve packages.
- Milk powder and infant formula are huge categories in China, and Swiss brands should be aware of the sub-targeting opportunities in these categories. For example, single-serve milk powders with nutrients targeted to students are a significant category in their own right.
- Cheese, butter and whey protein are still small categories, but they have huge potential in the Chinese market with steadily increasing imports. There are more and more Chinese local brands of cheese and butter, but there is still a long way to go for the local brands to catch up with European brands in terms of techniques and sophistication.
- When it comes to channels, Swiss companies can ideally work with a distributor who can support with an O2O strategy. In addition to a well-rounded digital strategy, the ability to run tastings in supermarkets or engage consumers with samples will help drive consumers to your brand.

Swiss Business Hub China has compiled a *Factsheet on Imported Dairy Products in China* which you can find [here](#).

7.4. ADVICE FROM STUDYING DIGITAL PERFORMANCE OF SWISS COMPANIES

- Tmall/JD supported by WeChat/RED/Douyin is a typical digital strategy for a strong foundation in the market.
- Having a flagship store on Tmall/JD can provide data tools that show users trends and interests – agile in interpreting data and translating into content and product positioning is key.
- Swiss brands often play on their professional, scientific qualities, that come with lab results, collaborations with universities, images of pristine production facilities, the selection of an appropriate intellectual/professional type of influencer – all of these perceptions are clearly strong with Chinese consumers and so can be played on.
- Understanding Chinese culture is critical, and the more successful brands make sure to tailor content to specific festivals or events (there are many local festival dates in the Chinese calendar). In addition, they ensure that their products are positioned with the Chinese consumer in mind, and not just copied from their home or international marketing. This factor is the single biggest driver of poor performance if ignored.
- Customer service and after-sales support are a must in China. Essentially, anyone should be able to get a question answered around the clock. Swiss brands should prepare for the market knowing that Chinese consumers are very picky of products, especially those of new brands.
- Low budgets must be paired with a reasonable market expectation. Consistency is critical, so if budgets are low, be prepared to stick with a smaller presence. Too many brands have unrealistic expectations and enter and exit the market within a few of years.

Lastly, to help Swiss companies understand the landscape for their categories from a country-of-origin perspective, we have collected sales data in these categories and published [an interactive dashboard](#).

8. Conclusion

Combined with the longer version of the report, Swiss SMEs need to absorb a great deal of information on platforms and online marketing strategies. This summary focuses on some of the broader strategic points within the report.

8.1. SUMMARY OF KEYPOINTS

- Conduct thorough research on the categories in the market and set an ambition/objective – this will guide how much you invest in China’s digital ecosystem and your overall commercial approach.
- Be prepared to work with partners in the early years of your engagement, and if you are looking for good performance quickly, be realistic about the need for a Chinese staff member.
- Digital platforms in China are evolving very rapidly, so be introspective and assess whether you have the ability to be aggressive and agile in your decisions and execution in the marketplace. China is the most competitive e-commerce environment in the world, with domestic brands are increasingly challenging foreign brands for market share.
- In general, you need to have 1-2 e-commerce touchpoints and focus on 2-3 social media platforms to build awareness and engage with consumers. Chinese consumers are notorious for scrutiny before purchasing a new brand with a lot of research, especially if it is a premium or health-related product.
- Livestreamers, local influencers, brand collaborations, and content tailored for local festivals are all key marketing/sales features of top-performing brands. Again, be realistic about your capabilities in these areas and where you might need help.
- Don’t be intimidated by getting started in China, as shown in the cost charts, there are multiple ways to start with a lower investment and build a platform while accumulating substantial budgets.

8.2. FINAL THOUGHTS

The opportunity for Swiss SMEs in China is significant, but to be successful, Swiss companies must understand China’s digital platforms and invest wisely. A quick start can be made by establishing a ‘basic presence’, but it is wise to develop a sound strategy before investing further, otherwise the market can quickly become very expensive.

9. Support and Contacts

We will gladly support you in your expansion plans into China with timely updates and interpretation of China's regulatory framework and market situation in various sectors. You can determine the level of support you need individually, whether you require full support with a comprehensive business workshop and market analysis leading up to market entry or only selective support with legal issues – you decide the scope. Our renowned experts in Switzerland work closely with the Embassy and our specialist at the Swiss Business Hub in China, allowing you to benefit from first-hand information.

Take the initiative now and get in touch with S-GE to unlock your business's potential. Contact us today and embark on a journey towards growth and international expansion!

GET IN TOUCH



Alain Graf
Senior Consultant APAC

agraf@s-ge.com
+41 21 545 94 97

Switzerland Global Enterprise
Ch. du Closel 3
1020 Renens
Switzerland



Daniel Bont
Senior Consultant China / Oceania &
Internationalization Strategies

dbont@s-ge.com
+41 79 291 80 90

Switzerland Global Enterprise
Stampfenbachstrasse 85
8006 Zürich
Switzerland

Support and Contacts

ExportHelp
s-ge.com/exporthelp
exporthelp@s-ge.com
T 0844 811 812

Switzerland Global Enterprise
Stampfenbachstrasse 85
CH-8006 Zürich
T +41 44 365 51 51

Switzerland Global Enterprise
Corso Elvezia 16 – CP 5399
CH-6901 Lugano
T +41 91 601 86 86

Switzerland Global Enterprise
Chemin du Closel 3
CH-1020 Renens
T +41 21 545 94 94

s-ge.com