

NIQ E-Commerce Market Information Digest Report

Country & Category Guideline

Jun 2025

NielsenIQ





China

Market Information Digest

Market

- Total China (Online + Offline)
 - National Urban offline
 - National Rural offline
 - National Baby Store (if applicable) offline
 - National E-commerce

Period

- Yearly data for the past 3 years (Moving annual total)

Product

- Total Category
- Top 5 Brands

Fact

- Value/Value Share



China E-commerce Market Information Digest – Available categories

Household and Personal Care	Beverage and Impulse Food	Baby Product
Adult Diapers · 成人纸尿裤	Beer & Stout · 啤酒	Infant Milk Formula · 婴儿奶粉
Bathroom Tissue · 厕纸	Biscuit · 饼干	Diaper · 婴儿即弃型尿布
Dish Washing Liquid · 洗洁精	Brandy · 白兰地酒	Baby Cereal · 婴儿谷麦类食品
Facial Cleanser · 洁面用品	Breakfast Cereal · 早餐麦	Breast Pump · 吸奶器
Facial Mask · 即用型面膜	Carbonated Soft Drinks · 碳酸饮料	Goat Milk Powder · 羊奶粉
Facial Tissue · 面巾纸	Chocolate · 巧克力	Feeding Teat · 奶嘴
Hair Coloring · 染发剂	Crispy Snack Food · 干脆小食	Feeding Bottle · 奶瓶
Hair Conditioner · 护发素	Gum · 口香糖	
Household Cleaning Product · 家用清洁产品	Instant Coffee · 即溶咖啡	
Mouth Wash · 漱口水	Instant Noodle · 即食面	
Personal Wash · 香皂 / 沐浴露 / 洗手液	Liqueur · 利娇酒	
Pest Control · 杀虫剂及电驱蚊器	Liquid Milk · 液态奶	
Razors & Razor Blades · 刀架刀片	Milk Powder · 奶粉	
Sanitary Protection · 妇女卫生用品	Package Water · 包装水	
Shampoo · 洗发水	Ready To Drink Coffee · 即饮咖啡	
Skin Moisturizer · 护肤品	Ready To Drink Juice · 即饮果汁	
Toner · 洁面调养水	Ready To Drink Soya Milk · 即饮豆奶	
Toothbrush · 牙刷	Ready To Drink Alcohol · 即饮预调酒	
Toothpaste · 牙膏	Soy Sauce · 酱油/蚝油	
Wet Tissues & Baby Wipe · 湿纸巾和婴儿柔湿巾	Wine · 葡萄酒	
	Yogurt/Yogurt Drink · 酸奶/酸味奶	



India

E-Commerce Market Information Digest

Market

- Total India E-commerce - 52 metro areas combined
 - One slide provided comparing Online vs. Offline share

Period

- Yearly data for the past 2 years (moving annual total)

Product

- Total Category
 - Top 10 Manufacturers
 - Top 10 Brands
 - Top 5 Segments

Fact

- Value & Value Share
- Volume & Volume Share
- Average Price Gr.



India E-commerce Market Information Digest – Available categories

Staples	Habit Forming	Essential Home Care	Essential Personal Care	OTC
All Iodised Salt	Bread Spreads	Cleaners - Floor	Liquid Toilet Soaps	Antiseptic Liquids
Non-Refined Oils	Beverages	Cleaners - Toilet	Sanitary Napkins	Chyavanprash
Packaged Atta	Biscuits - Core & Non-Core	Cleaners - Utensil	Shampoo - By Segments	Condoms
Packaged Pure Ghee	Branded Packaged Honey	Detergent Cakes/Bars	Toilet Soaps	Confectionery - Cough Lozenge
Packaged Rice	Breakfast Cereals	Pre-Post Wash Products	Toothbrush	Digestives
Packaged Sugar	Coffee	Scouring Pads/Scrubs	Toothpastes	Milk Foods
Palmolein Refined Oil	Frozen Foods	Washing Powders/Liquids		Rubefacient
Refined Edible Oils-All Packs	Indian Sweets			
Spices	Jams/Jelly/Marmalades-CTG	Other Home Care	Other Personal Care	
	Ketchups/Sauces	All Air Freshners	After Shave Lotions	
Impulse	Mayonnaise	Car Freshener	Coconut Oil Pack Type	
Chocolate	Milk Powders	Cleaners - Glass	Fragrance - Perfume Deo & Cologne	
Confectionery - Eclairs	Packaged Tea	Home Insecticides CTG	Hair Dyes	
Confectionery - Gum	Pickles	Mosquito Repellants CTG	Hair Remover	
Confectionery - Lollipop/FMR	Ready To Eat	Shoe Polishes	Nail Enamel	
Confectionery - Toffee/HBC	Rusk	Tissues Paper	Olive Oils	
Salty Snacks	Soft Drinks		Prickly Heat Powder	
	Squash Cordials & Soft Drink		Shaving Preparations	
	Sugar Substitute		Skin Creams	
	Topping Syrups		Talcum Powders	
	Vermicelli & Noodle		Twin Blades	

Ecomm & Modern Trade only

Onmi data available



Singapore

E-commerce Market Information Digest

Market

- Total Singapore E-commerce
 - By online channel
 - One slide provided comparing Online vs. Offline share

Period

- Yearly data for the past 3 years (moving annual total)

Product

- Total Category
- Top 5 Brands by Value Share in the most recent 12 months

Fact

- Value & Value Share
- Unit & Unit Share

Singapore E-commerce Market Information Digest – Available categories



Food			Non-Food		
Adult Special Nutrition Drink	Condensed Milk	Multi Vitamins	Adult Diapers	Hand & Body Moisturiser	Razor Blades
Allergic Medicine	Cordial	New Age Alcoholic Beverage	Air Freshener	Hand Sanitizers	Sanitary Protection
Analgesic (Pain & Cold Relief)	Cultured Yoghurt	Novelty Ice Cream (Impulse)	Anti-Fungal Infections	Household Cleaners	Scar Cream
Asian/Traditional Drink	Diabetics Supplements	Novelty Ice Cream (Multipack)	Bar Soap	Incon Pads	Shampoo
Baked Beans	Edible Oil	Oral Slimming	Base Makeup	Insect Repellent	Spot Treatment
Beer & Lager	Energy Drink	Package Bean Curd	Battery	Insecticide	Sun Care
Bird Nest	English Tea	Pasta	Beauty Eye Care	Joint Support	Toilet Care
Biscuit	Functional Tea	Powdered Milk	Condom	Laundry Bleach	Toilet Rolls
Bouillon	Health Food Drink	Processed Chilled/Frozen Packaged Food	Dehumidifier	Laundry Detergent	Toothpaste
Bread	Health Supplements	Rice	Deodorant	Laundry Stain Remover	Topical Analgesic
Breakfast Cereals	Hot Cereal	RTD Beverage	Diapers	Lip Care	Wet Wipes
Butter/Margarine	Ice Cream (Tub)	Sauces	Dusters	Liquid Antiseptics	Others
Canned Abalone	Infant Cereal	Snack	Eye Care	Liquid Soap	
Canned Fish	Infant Milk	Snack Bar	Fabric Softener	Manual Toothbrush	
Canned Meat & Mushroom	Instant Noodles	Soft And Drinking Yoghurt	Facial Care	Mouthwash	
Carbonated Drink	Isotonic Drink	Spirits	Facial Tissue	Nail Treatment	
Cheese	Juices	Spreads	Feminine Care And Feminine Wipes	Nappy Rash	
Chinese Tea	Liquid Essence	Stout	Floor Cleaner	Paper Wipe	
Chocolate	Liquid Milk	Sugar/Throat Lozenge	Hair Colouring	Pet Food	
Coffee	Minerals	Water	Hair Conditioner/Treatment	Plaster	
Coffee Bean	Mothers Supplements	Wine	Hair Styling	Powered Toothbrush	



Taiwan

Market Information Digest

Market

- Total Taiwan
 - Total Offline
 - Total Online
 - Pure Play (Combined total of 6 e-tailers)
 - B&M Online (Combined total of 10 B&M Online)

Period

- Monthly data for the past 3 years

Product

- Total Category
 - By Manufacturer
 - By Brand
 - By Segment (If applicable)
 - By Item (If applicable)

Fact

- Value & Value Share
- Volume & Volume Share (If applicable)
- Average Price (If applicable)

Taiwan E-commerce Market Information Digest – Available categories



Food	Beverage	Beauty & Personal Care	Household	Nutrition Supplement & Baby Food
Biscuit	Bottled Water	Condom	Adult Diaper	Adult Nutritional Supplements
Candy	Carbonated Soft Drink	Cosmetic	Diaper	Chicken Essence & Bird Nest
Canned Food	Coffee Capsule	Counter (Face)	Fabric Detergent	Child Nutritional Supplements
Cereal	Instant Coffee	Face Care & Facial Cleansing	Household Cleanser	Glucosamine
Chewing Gum	Juice Total	Facial Foam	Insect Controller	Health Food
Chocolate	Ready-To-Drink Coffee	General Skin Care	Kitchen Towel	Infant Formula
Edible Oil	Ready-To-Drink Tea	Hair Coloring	Liquid Dish Wash	Milk Powder
Ice	Roast & Ground Coffee	Hair Conditioner +Treatment	Pet Food	Vitamin
Instant Mix Cereal	Sport Drink	Mouth Wash	Toilet Paper	
Instant Noodle	Tea Leaves	Sanitary Protection	Wet Tissue	
Jerky / Bean Curd		Shampoo		
Noodle Stick/String		Shower Gel		
Nuts		Styling Aids		
Oats		Toothbrush		
Package Rice		Toothpaste		
Ready-To-Eat Canned Dessert				
Ready-To-Eat Cereal				
Rice Based Snack Food				
Snack				
Soy Sauce				

SKU-level data available

Brand-level data available

Thank you

If you have any questions, please visit [our webpage](#), click the **‘Request a sample or consultation’** button, and submit your inquiry. A local expert will get in touch with you shortly.

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