



Shipping to the Chinese consumer

The shipping times to China are around (from the UK).

- Airmail – 5 to 7 days
- Air freight – 5 to 7 days
- Train (EU) – 3 weeks
- Sea freight EU – 5 weeks

Shipment to Chinese consumers is by airmail/air freight.

Shipping goods to China is not as well established as shipping goods from China. The exception is the services offered by Chinese e-Malls, such as Tmall, Taobao, JDbuy, etc.

The Chinese e-Malls have the following procedures for overseas purchases;

- Goods are ordered/purchased from overseas
- Goods are dispatched to China to a central clearing centre, e.g., Hangzhou, for Taobao / Tmall.
- The goods clear customs, duties, and local taxes paid
- Goods are dispatched to the consumer in China
- If goods are returned, they are returned to the central clearing centre. Forwarding from there will depend on the seller's instructions.

Once the goods arrive at the clearing centre in China, the consumer can track the shipment process on their mobile apps.

When purchasing international goods, the typical delivery time on the e-Mall sites is 15 days.

The central clearing centres are in specific zones within major cities. Within these zones, Chinese Customs offers fast clearance services for imported goods by pre-registering them with Customs. Customs issues you with “yellow” clearing labels for each product line, allowing them to scan each package and record the import against your Customs account.

This way, Customs can quickly track and control the import process and collect duties and local taxes.

Most products on Chinese e-malls are sold at the net price to consumers. Given the processes above, calculating suppliers' net costs is straightforward.

Anyone can send a package to a Chinese consumer from outside, and Chinese consumers will often purchase goods from overseas websites.

Issues such as postage, customs clearance, and fees will arise. These are typically paid for directly by Chinese consumers.

We believe Chinese consumers will not purchase less from overseas websites because Chinese e-mail “net pricing” is preferable.

Our recommendation is to talk to your local shipping / postal services companies. Use the Chinese e-Mall process above as your checklist.

We will update this webpage or report with more information as new shipping services become available.

Our other recommendation is not to store your stock overseas. If the goods do not sell, you must arrange for their return. Often, this results in damaged goods and additional time and costs.