# Global Brands Rethink China Strategy as Social Commerce Reshapes the World's Largest Consumer Market

**Global companies are increasingly turning to China's rapidly growing social commerce ecosystem, according to industry insights from London-based cross-border marketing agency Gogetop Marketing.**



**Kensington, London Mar 8, 2026 (**Issuewire.com**)** - As international companies seek new growth markets amid slowing demand in parts of the West, China's digital consumer economy is increasingly drawing the attention of global brands. Analysts say the country's sophisticated social commerce

ecosystem is reshaping how international firms approach market entry.

China remains the world's largest e-commerce market, accounting for more than 50% of global online retail transactions, according to research cited by UNCTAD and eMarketer. Meanwhile, China's social commerce market is expected to surpass $700 billion in annual sales, making it the largest integrated social-shopping ecosystem globally.

The scale of the opportunity is reinforced by demographic trends. Research from McKinsey Global Institute estimates that China's middle-income population already exceeds 500 million consumers, creating one of the world's largest and fastest-evolving consumer bases.

However, market entry into China requires strategies that differ fundamentally from those used in Western markets.

Unlike global digital ecosystems dominated by platforms such as Google, Meta and Amazon, China's online environment is built around domestic platforms including [RedNote](#) (Xiaohongshu), WeChat and Douyin, where content, community engagement and commerce operate within tightly integrated ecosystems.

According to Deloitte's global digital commerce research, social-driven purchasing behaviour is now a defining feature of China's consumer economy, with product discovery, brand trust and purchasing decisions increasingly occurring within social platforms rather than traditional search-based channels.

For international companies, this structural difference presents both opportunity and complexity.

"Many Western brands still approach China with assumptions shaped by Western digital platforms," said Ms Ann Zhu of Gogetop Marketing, a London-based cross-border marketing agency specialising in China-international market expansion.

"China's digital ecosystem operates on a completely different logic," Ms Zhu said in an interview. "Consumers discover brands through community-driven content, trusted creators and platform-native storytelling. Companies that treat China simply as another advertising market often struggle to build meaningful engagement."

Gogetop Marketing works with international brands, startups and professional services firms seeking to expand into China's consumer market. The agency provides services including China market entry strategy, RedNote and WeChat marketing, digital campaigns, brand localisation and cross-border event marketing.

Ms Zhu says interest in cross-border expansion has accelerated as companies diversify their growth strategies.

"Over the past two years we've seen a noticeable increase in international firms exploring China as part of their global expansion plans," she said. "The brands that succeed are those that invest early in understanding the local platform culture and building authentic digital communities."

With China continuing to lead global innovation in social commerce, industry observers say companies that adapt to the country's digital ecosystem may unlock one of the most significant growth opportunities in global marketing.

**About Gogetop Marketing**
[Gogetop Marketing](link) is a London-based marketing and communications agency specialising in cross-border brand strategy, digital marketing and market entry services between China and international markets. The agency supports global brands, startups and professional services firms expanding across the UK, Europe and China.



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