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Mobile Commerce Model: SHEIN as a Case Study

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Abstract

Arguably, mobile -commerce has created new opportunities for both mobile devices and the service sector. Mobile commerce refers to the transactions that take place using wireless smart devices and a data connection, resulting in the transfer of value in exchange for information, services, or goods. Mobile commerce is any transaction of economic value conducted through a mobile device and uses a wireless communications network to connect to a mobile-commerce infrastructure. There are several requirements for using mobile as a medium for m-commerce: ubiquity, flexibility, publishing, and personalization. This study will analyze the SHEIN website as a case study and its strengths and weaknesses. Further, we will discuss the opportunities the administration can use and the threats it faces.

Keywords: *mobile-commerce, SHEIN*

Introduction

The world has witnessed remarkable mobile and wireless communication systems developments over the past two decades. Using mobile phones in shopping, in particular, is becoming more popular. Nowadays, people are busy with their daily routine work, do not have time to visit stores, and do not want to search on laptops and computers for shopping (7), which are limited to one place and limit their time. People have quickly embraced mobile commerce, which has addressed distinctive technological features (15). The perceived value of the consumer affects buying behaviors (intentions) and the desire to buy (8); however, when we combine these elements with mobile commerce, it provides additional convenience to individuals without taking much time and effort (16). The most important elements in convincing people to adopt mobile -commerce are the portability and visual appeal of the applications (9). Mobile-Commerce has created new opportunities for mobile devices and the service sector. It is meant by Mobile-commerce those transactions that take place using wireless smart devices and data communication (35), which leads to the transfer of value in exchange for information, services, or goods (9). Mobile commerce is any transaction of economic value conducted through a mobile device and uses a wireless communications network to connect to the electronic commerce infrastructure (35). Electronic

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commerce is partly different from mobile commerce because of the special characteristics (2) and limitations imposed by mobile devices and wireless networks. The number of mobile device users is constantly increasing. Consequently, mobile commerce (M-Commerce) is spreading rapidly. Despite the popularity of electronic commerce, there are increasing issues with the usability of e-commerce (6) that prevent users from completing basic and common tasks. In general, many users do not browse the electronic-commerce portal successfully, which leads to customer dissatisfaction and frustration (10). In addition, even experienced users face major problems. As the popularity of the mobile phone is increasing rapidly (9), the struggle to reserve space in the mobile phone market is now entering a new era with the huge competition between mobile leaders and IT giants. Therefore, IT players, like Microsoft and Intel, must adjust their mission towards the mobile and not for any other direction.

The United States of America and the European Union are pioneers in adopting wireless communications, as these wireless devices include the latest form of Internet technology to follow the World Wide Web, commonly known as the Wireless Application Protocol (WAP). The HTML language was developed by Tim Berners-Lee to use the Web for information exchange through web surfing applications. WAP provides access to specially formatted information that can be retrieved from a cellular (mobile) device. The importance of WAP mobile phones becomes more urgent when using a personal computer is inconvenient or not applicable. Although some WAP information services rely on web resources, the hardware and software used by WAP users currently prevent faster transmission speed and richer web content. As a result, some of this information can be retrieved from both the web and WAP technology. The widespread use of wireless technology is no longer a fantasy; it is now everywhere, and it is the technology of the new age. Wireless technology has grown from heavy and expensive cell phones in the past to small mobile devices with multiple complex functions that do almost everything electronic -commerce could not. Nowadays, wireless connectivity is an essential part of everyone's life as business people access their emails, place orders, and log into company networks from highways; young professionals no longer rely on desktops with wired lines but use smartphones (Personal Digital Assistants (PDAs) (39). Wireless technology has become an integral part of life within in few years. People need services, information and entertainment that travel with them and that mobile devices secure through hundreds of applications available on these devices (9). Mobile services benefit from three key factors that enhance the value of information to end users: personalization, time sensitivity, and location awareness In order to discuss electronic-commerce or mobile commerce, it is important to have a good understanding of its definition. Electronic-commerce can be defined as a monetary transaction that takes place using the Internet and a desktop/laptop computer (3). Similarly, mobile commerce is defined as an extension of electronic commerce and can be defined as a monetary transaction that takes place using wireless internet-enabled technology (for example, laptops, mobile phones, personal digital assistants) that allows freedom of movement to the end user. Wireless Fidelity (Wi-Fi) (23), the transmission of short-range radio signals between a fixed station and an end user's mobile device, is the operating technology that facilitates mobile

commerce. Mobile commerce services and applications can be adopted through various wireless and mobile networks and with the help of many mobile devices. Although there are many systems supporting mobility and wireless access solutions, there are problems that affect the performance of various mobile systems that must be taken into account when designing of mobile commerce services and applications. This also applies to mobile devices, which show some major drawbacks compared to desktop systems. An important factor in designing mobile commerce services and applications is the need to define the requirements of mobile users and categorize services with their unique characteristics. The main challenges related to mobile commerce include time pressure, location, convenience, device limitations, structure, customization, and lack of industry standards and industry-specific design rules (74).

The number of mobile subscribers worldwide has increased rapidly, providing small and medium businesses with many opportunities to explore mobile commerce markets. However, the potential of such markets is largely untapped due to insufficient IT infrastructure, information, communication, and limited resource. Low computer literacy, high cost of Information and Communication Technologies equipment (7), and lack of appropriate laws and regulations to regulate such markets (3) have made it more challenging to develop mobile commerce. Moreover, the specific characteristics of developing countries limit the applicability of mobile commerce models used in developed countries. To accelerate the development of mobile commerce in developing countries, there is a need to establish physical Information and Communication Technologies infrastructure and to understand the critical determinants of mobile commerce adoption. The present article is organized as follows: The first section reviews the concept of wireless and mobile networks and mobile devices and identifies the most important requirements for using a mobile phone. The second section presents the experience of SHEIN as the most important site for providing mobile commerce services and applications in Jordan.

Mobile devices and technologies

Mobile devices in the future will be lighter and more powerful and will shape new user interfaces and new networks (154). However, the main issue, which has yet to be resolved, is the power supply for these devices, as the more built-in features a device has, the more power it needs. Thus, the higher the performance level of the device, the faster the battery drains. Moreover, wireless data transmission consumes a lot of energy. Despite the rapid development of mobile computing, mobile devices show some serious disadvantages compared to desktop systems and high power consumption (131). Application interfaces should also be small to fit on a mobile device. Consequently, smaller or handwriting keyboards are used, which are often difficult to use for typing due to their limited key size or existing handwriting limitations. Moreover, small screens provide limited capabilities for displaying graphics in high quality. Therefore, these devices must use new ways to interact with the user, such as voice recognition and sensitive touch screens (52). Certain prerequisites must be followed to create a successful mobile commerce environment (1). Simply converting a successful electronic-commerce business into a mobile commerce business is no way

to succeed (3). Therefore, a step-by-step content transition from electronic-commerce to mobile commerce is not the best solution (11). There are several key challenges needed to change websites from electronic commerce to mobile commerce, such as:

The first factor relates to the human issue associated with small keyboards and limited display interfaces for mobile phones (19). Therefore, mobile electronic-commerce website designers should offer shrinking web pages with a limited number of features on the mobile interface rather than offering a variety of features on electronic-commerce websites. The goal is different in mobile commerce because the key to successful mobile commerce is the ability to present customized content to users. Therefore, the goals that mobile commerce customers want to achieve are different from their goals in electronic-commerce. Since goals in a mobile-commerce environment are often associated with limited time, mobile-commerce tends to provide services to support time-important activities, so designers have to capitalize on their desires for specific mobile-commerce use aspects (19).

Considering the cultural differences of users.

Availability of security and privacy as the issue of information privacy is a growing concern from the customer's perspective (5).

Confidence of the user. User confidence in secure data transmission using a mobile device is considerably higher than in electronic commerce (35).

The necessary infrastructure for mobile wireless networks generally combines various wireless networks, including cellular networks, wireless local area networks, private and public radio, and the massive spread of digital wireless communication networks creates the need to display and provide wireless information and services on mobile devices (157). These considerations led to the development of Wireless Application Protocol (WAP) on the one hand and TCP / IP with HTTP layers that support mobile devices on the other.

WAP is the de facto standard developed by the WAP Forum to improve Internet standards due to the limitations of the wireless environment and mobile devices. WML and Plain Language browsers and a proprietary Wireless Markup Language (WML) protocol suite are better suited to the wireless environment than the standard TCP/IP with an HTTP stack (157). WAP also supports many network technologies, such as GSM 900 and 1800 MHz (2G networks), GPRS (2.5G), and UMTS (3G). Circuit-switched data networks, i.e., the GSM network infrastructure, offer bandwidth from 9.6 to 14.4 kbit/s for both application data's downlink and uplink directions (175). A new access technology has been recently developed, GPRS (General Packet Radio Service), which is a packet-switched wireless protocol (180). It provides a continuous connection between the mobile device and the network offering transmission rates of up to 114 kbps (about 30 kbps effectively). Furthermore, EGDE (Enhanced Data Rates for Global Evolution) technology provides transfer rates of up to 560 kbps (about 300 kbps effectively). Currently, the main focus is on third-generation (3G) network, which is UMTS (Universal Mobile Telecommunications System)

technology. 3G networks can provide connections of up to 2 mbps for uplink and downlink directions (83). It is expected to provide better system capacity and higher transmission speed to support wireless multimedia services (including voice, video, and images).

Although there are many support systems for mobility and many solutions for wireless access, there is still a lot to be done in this area. There are several major issues affecting the performance of various mobile systems, namely (130):

Interference:

Loss rates are higher because wireless transmissions cannot be shielded from interference.

Low Bandwidth:

Although it constantly increases, transmission rates are still very low for wireless devices compared to fixed wired networks. Local wireless systems reach some mbps while wide-area systems only offer about 10 kbps.

High latencies and significant variability in delay

High latencies can occur, ranging from a hundred milliseconds to a second

Lower security and easier to attack

The radio interface is vulnerable to attack. Thus, wireless access must always include encryption, authentication, and other security mechanisms (thus increasing complexity and delay).

Frequent disconnections

Cellular interference, limited cell capacity, or lack of network coverage can lead to frequent disconnections.

Mobile usage requirements

Mobile commerce includes features and characteristics different from e-commerce and must be taken into consideration during the design and development of electronic-commerce services and applications:

Ubiquity

Mobile device users must be able to receive information and perform transactions in real-time, regardless of location. Mobile commerce should exist in any or several places at once. Mobile technology allows a user to access information virtually from anywhere, assuming that the user is within the mobile users' cellular network area, and because mobile hardware and software have limited memory capacity.

Flexibility

Mobile commerce offers flexibility to its users. Mobile users have the flexibility to perform

transactions, and send and receive messages even while they are engaged in another activity, for example, while traveling or working.

Publishing

Information creators like local retailers, can use the mobile commerce wireless network to offer various promotions to some or all WAP users who come to their cellular broadcast area.

Personalization

The huge amount of information, services, and applications offered on the Internet is very important, but mobile device users need different services and applications that must be customized according to their preferences (14).

Localization

Mobile phone users must have access to local information and services. This can be achieved by having service providers know the location of mobile phone users to promote their products and services directly to their customers in a local environment. Mobile commerce customers may be more demanding and less patient than electronic-commerce users. Mobile users require value-added services, which is difficult given limitations, such as performance, reliability, security, ease of use, bandwidth, etc.

Where these requirements can be summarized as follows (14):

Easy and timely access to information (for example, latest flight availability).

Immediate purchase opportunity (for example, immediate purchase of tickets).

Providing wireless vouchers based on user profiles (for example, delivering messages about a sale going on at a local store).

Banking transactions through mobile terminals (for example, withdrawing funds from an account that can later be used for electronic payments)

Location management (for example, locating a nearby person/ATM/restaurant).

On the other hand, it can be said that there is no contradiction in the fact that many computing systems have been designed with very poor interfaces. It is important to note that increased functionality should not be used as an excuse for poor interface design, as it is possible to design good interfaces through which various system features can be controlled effectively and which can provide useful and rapid response. Such successful systems can be created from a good knowledge of Human-computer interaction (HCI) design principles (46). The basic principle of user-centered design is to make user issues at the center of the design process to conduct early testing and evaluation with users to make the design successful. User-centered design has been differently defined by many researchers, but they agree that the overall system functionality must be designed to meet user requirements, user learning, and effective user access; therefore, end users must view

the system as useful and functional (46).

Classification of electronic-commerce applications and services

One way to classify mobile commerce services and applications is based on the functionality they provide to mobile users. This type of classification results in two major categories: directory, services, and transaction-oriented applications. The main classification between these two classes of services is that in the former the mobile user performs read-only requests to the directory, while in the latter the user performs read-write requests to the transaction server. It is important to note that a mobile commerce application can be a combination of both categories (14). The directory-oriented category of mobile commerce services includes applications that provide information to mobile users. This information can be site-, content- and user-related, as it is customized in ways appropriate for the specific mobile user. For example, a mobile phone user away from home needs updated information regarding their current location and local facilities that they can use. The category of directed transactions includes many services and applications through which the mobile user performs transactions with the service provider. Transactions contain read-write processes on behalf of the mobile user. For example, banking for mobile phone users falls under the category of transactions for electronic-commerce services. The present mobile and wireless technologies suffer restrictions because of the mobile and wireless environment, which might affect mobile-commerce transaction-oriented applications in terms of operation. Issues of frequent and sudden disconnection, poor connectivity, and delays may lead to the decline of the service quality and adds complications to the service provider. Therefore, service providers must find solutions to these issues to maintain the service quality and decrease the financial cost which result from disconnected active user sessions.

The classification of services above can also help service providers to deal with specific problems for each category independently. In the case of directory-oriented mobile commerce services and application replication, local content and copies can be replicated on mobile infrastructure base stations and this can help in the availability and increase the quality of this type of service. On the other hand, strategies such as the use of interception agents and proxies on the fixed wired network can help increase the availability and stability of transaction-oriented mobile commerce. The use of intercept agents can also hide the problems and limitations of the mobile environment from the service provider and shift responsibility to specially designed intercept agents. Table (1) summarizes the constraints and requirements for each directory and transaction-oriented mobile commerce services, which drive the design and development of mobile commerce systems that fall into each category of service. For example, a last-minute flight ticket purchase requires fast access and response time from a directory-oriented service, limited transaction execution time, data integrity, and security for the actual transaction that has to be made since this is a combination of both directory-oriented and transaction-oriented mobile commerce service (5).

Table 1 Restrictions and requirements of the directory and transaction-oriented mobile commerce services (14)

guide curve	High availability Quick access time Fast response time Location Personalization Filtering (filtering rules) Protection
transaction curve	The execution time of the restricted transaction Data consistency Data integration protection Abundance

Methodology for the design and development of mobile commerce services

In this section, we will propose a new methodology for designing and developing mobile commerce services and applications. This approach is based on mobile users' specific needs and requirements, the classification of mobile commerce services and applications, and current mobile and wireless computing technologies. The design and analysis of mobile commerce applications and services can be integrated into the modified Web Engineering (WebE) process. The modified WebE process includes six stages (4):

Drafting

Defining the tasks and objectives of the mobile-commerce service and application and defining the length of the first increment.

Planning

Estimating the total project cost and associated risks, and setting a time frame for implementing the first increment as well as the process for the following increments.

Analysis

Identifying all mobile phone user requirements.

Engineering

Includes two parallel tasks: Design and production of content, architectural design, navigation and interface.

Service Implementation and Testing

Development task to create a mobile commerce service and application.

User Evaluation

Evaluating each task and suggesting new modifications and expansions to be incorporated into the

next increment. The analysis phase must take into account the classification of mobile commerce services and applications into directory and directed transactions in order to determine the specific requirements of the mobile phone user for each category of services, as shown in Figure (1). The directory-oriented services class shares different constraints than the transaction-oriented services class. Examples of mobile commerce limitations related to the Service and Application provided are mobility mechanisms, security and reliability, small screens, etc. In the model of a mobile user who wants to engage in a mobile transaction, the requirements for easy navigation, high security and reliability are just a few of the factors that are of higher importance than in the case of a directory-oriented service or application (4).

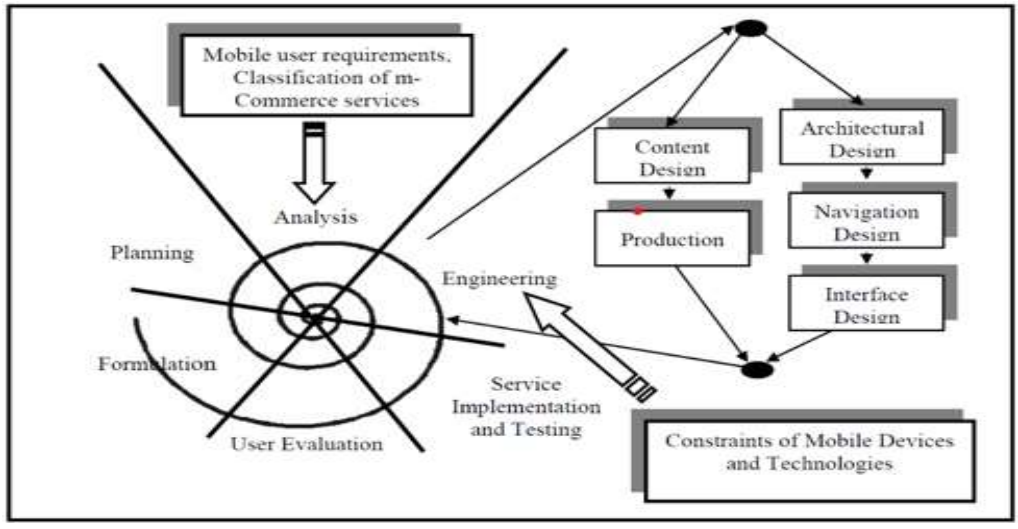

Figure 1: Modified WebE Process for Mobile Commerce Services and Applications (14)

In the engineering phase, the characteristics of the environment and mobile devices (such as small displays, battery drain, connectivity issues, and various device profiles) should be taken into account. This will enable this consideration to guide both the type and size of the content, the shape of the navigation facilities to access that content, and the interface of the mobile commerce device as well as the architectural design of the entire system. It is therefore necessary to classify the limitations of mobile networks and devices according to the type of mobile device since they share different characteristics and requirements.

Table 3 ranks the impact on the design and implementation phase of each constraint as high, average, or low for each type of mobile device. For example, a mobile service provider who wants to provide service for mobile phone users must consider several limitations that affect the design and development of a mobile commerce application depending on the mobile device used. If the mobile customer uses a mobile phone, the impact of restrictions is large, such as small screen, multi-function keyboards, graphical limitations, etc. Whereas if they use a palm computer, the impact of restrictions is less. In the user evaluation phase, the mobile commerce system must be

entered into the evaluation phase by the end users, that is, the potential recipients of the system's services. The system can be evaluated by a selected group of people (for example a selected sample of users) in terms of user requirements, limitations, and the type of mobile device used for the mobile commerce service or application. It is important to understand the term usability as it is not a one-dimensional characteristic of a user interface. It has several components: learnability, efficiency of use, memory, few and non-catastrophic errors, and self-satisfaction (19).

Learnability

The system is easy to learn so that the user can quickly start doing some work with the system. Learnability is likely to be the primary characteristic of usability because most systems need to be easy to learn since the first experience for users is to learn and understand the system. Although there are some specific ways to train the user on how to learn the system, general systems should be easy to learn and understand.

Initial ease of learning is likely the easiest usability trait to measure except for subjective satisfaction. We can take some novice users to test a system and measure the time they need to reach a certain level of proficiency in using that system. However, these test users should be future users of this system. The easiest and most common way to express their competence is simply to assert that users should be able to successfully complete a given task. One could also specify that users need to be able to complete a set of tasks in a certain minimum time before one can consider them to have learned that system (157).

Efficiency of use

In order to ensure a high level of productivity, systems must be efficient to use so that the user can use them easily once they user learns the system. System efficiency refers to the stage of stable performance for an expert user. Different systems have different levels of efficiency; for example, some operating systems are very complex to understand, and it takes two months to reach the level of efficiency. Experience is the key to measuring competence. Therefore, efficiency can be measured with the help of experienced users (104). Experience can be determined with the help of users who have been running a system for a certain period of time i.e., some months or years. In addition, experience can also be defined in terms of the number of hours spent using the system, where a test case is conducted to measure proficiency, and the test users are required to use the system for a certain number of hours, after which the test users can finally be defined as expert users. In addition, the efficiency of use can be measured by taking a group of users and testing a system based on some specific tasks and when the experience of the users reaches a certain level they will be declared as "experienced" users.

Rememberability

It is indicated that the system should be easy to remember so that the official user can return to the system after a while without having to re-learn everything again. The third major category of users

besides (novice/expert/normal users) are users who use a system occasionally as opposed to expert users. Compared with novice users, ordinary users have used a system before, so they do not need to learn it from scratch. They just need to remember how to use it based on their prior knowledge (19).

Few and non-catastrophic errors

An error can be defined as any action that does not achieve the desired goal. The system error rate can be measured by counting the number of such actions performed by users of a system while performing some particular tasks (19). Accordingly, system error rates can be measured as part of a study to measure other elements of usability. To ensure that the usability of the system is improved, the system should have a very low error rate so that users will make few errors while using the system. In addition, critical errors should not occur. System users should try to control system errors as much as possible, and system users can correct some errors immediately without any effects other than slowing down transaction time. Such errors need not be calculated separately, as their effects are included in the measurement of use efficiency.

Subjective Satisfaction

Subjective satisfaction refers to the extent to which the system is pleasant to use. User similarity is critical to the success of the system. So, the system should be fun to use to achieve subjective satisfaction. Personal satisfaction is an important usability characteristic of systems used on a voluntary basis (12) in a non-work environment such as computing games, interactive fiction, and creative drawing. In such systems, the entertainment value is important compared to its speed of doing things. Users shall have an entertaining, dynamic and continuous enriching experience when using these entertainment systems as they have no other purpose. People's view of computers in general is likely to be seen as a component of computer social acceptance rather than usability. Personal satisfaction can be measured simply by taking users' opinions about the subjective satisfaction of a system. From a single user's perspective, the answer to such a question is subjective, but when answers from multiple users are averaged together, the result will be an objective measure of the system's fun. Since the entire purpose of the subjective satisfaction usability attribute is to measure whether users like or dislike a system, it is very appropriate to measure it by asking users (100).

SHEIN website: Case Study

SHEIN is a Chinese company that deals with fashion apparel and runs all of its business online. When the company started, it was more like a drop shipping company than a retailer. However, it has now stopped making clothes as it collects its products from the local Guangzhou market. The company is mainly based in China, and is headquartered there. However, they ship to 220 countries around the world. SHEIN's business analytics indicate that it is currently the largest fashion retailer in the world (89).

SHEIN Overview

Table 2

Name	SHEIN
Year Founded	2008
Industries field	Electronic-Commerce
Covered geographical areas	around the world
The company's headquarters	Nanjing, China
Founder	Chris Shaw
Revenue (in USD)	10 Billion US Dollars, from 2020
Manager	Huang Quest
Employees	+100000
Original customers	iOS, Android

SWOT analysis for SHEIN

Here we will discuss a SWOT analysis of SHEIN's strengths and weaknesses. Moreover, it will also reflect the opportunities that the management can seize and the threats that must be overcome.

Strength points

Shipping to anywhere in the world: No matter which country the order comes from, SHEIN delivers the product to the customer's doorstep, helping consumers save valuable time (89).

Availability of a huge range of products: No matter what the consumer wants to buy, they will prefer choices because that gives them mental satisfaction (137).

Competitive Pricing: Competition is a huge part of the entire business industry (13), and the main factor driving this competition is product pricing. Maintaining a competitive price for the products sold is one of the company's important strengths.

Positive Sales Taxes: No matter what you buy, where you buy it from, and how you do it, there is always a tax included on every product you buy. Therefore, although consumers have to pay taxes to buy products from SHEIN, they still have very high sales of products.

Dedicated Mobile Application: Dedicated mobile application in this generation is a big plus point. An application that only displays products with an easy-to-use interface can also make customers prone to buying goods from there. In addition, custom applications somehow portray the stability of the company (89).

Weaknesses points

Time-consuming delivery: Sometimes, customers order the goods they need through an immediate delivery facility, and taking more than the required time to deliver the products can be a major setback for the company (89). Lack of stores: A SHEIN supply chain lacking a store can be a severe weakness for an organization. The availability of suitable store makes the entire delivery process fast and reliable because information is available to customers at every step. The lack of such a

store is again a major weakness of the company (49). Ambiguous history of origin: Sometimes, this can be a serious drawback for a business, especially when customers need constant assurances about their products.

Opportunities

The recent rise in the fashion industry through e-commerce. The new trend is to buy every trendy product: clothes, jewelry, or some other products online. So, when this is the trend, the popularity of sites that offer good services is also very high, and everything depends on marketing and consumer satisfaction. Thus, SHEIN can seize this opportunity and expand its business in the market (61). Selling high-priced products to consumers who can afford them: Maintaining low prices for products is a good thing, and it increases the popularity of the company among customers, but sometimes there are opportunities where the company can mark down certain products at higher prices, but the target audience for these high-priced products are consumers who have a lot of money to spend. Virtual Ambassadors: SHEIN relies a lot on its virtual marketing. They collaborate with well-known social influencers who can increase the demand for certain products and thus offer good deals to the company. So, they need to choose the right person to make them the face of the entire company (86). Social media: Marketing through various social media helps to reach as many consumers as possible from different parts of the world. Social media provides access to remote areas. Thus, social media marketing can be an important marketing strategy for SHEIN, providing.

Threats

Mishandled Data: Data breaches are a frequent problem. Moreover, it is a very worrying problem. SHEIN's entire business is computer-based. Thus, it can be a significant threat to the company (81). Shift in consumer choice: It is impossible to predict what customers will want in specific periods. Therefore, such companies must always be on the alert and willing to put certain products aside (89).

Impactful competition:

Companies like Amazon are big deals in this market. So, making an impression on these companies is a hard work. Increased number of competitors: Competition has also increased with the increasing popularity of e-commerce. Therefore, it can be difficult to stand out among many companies. A SHEIN SWOT analysis is an understanding of the company's view of the global market within its own industry and against its competitors. Through this SWOT analysis of SHEIN, it did well in the market and got the first place. Management can strategically plan and provide evaluation tools through SHEIN's SWOT analysis. A detailed SWOT analysis gives a distinct picture regarding the strengths and weaknesses of SHEIN as a global company. the opportunities that they might get and the threats that they are likely to face in this competitive market.

SHEIN Annual Revenue from 2016 to 2022 (dollar/ Billion)

Table 3

year	Revenue ($bn)
2016	0.61
2017	1.55
2018	1.99
2019	3.15
2020	9.81
2021	15.7
2022	30

Shein's early growth came mainly from India and Saudi Arabia, but in the past two years Brazil, Mexico and the United States have been its biggest markets.

Shein annual users 2017 to 2022 (mm)

Table 4

Year	Users (mm)
2017	2.8
2018	4.8
2019	5.6
2020	15.5
2021	43.7
2022	74.7

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