A gargantuan market with increasing openness
Chinese Imported Consumer Goods Market Report
China Chamber of International Commerce  Deloitte Research  AliResearch Institute
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1. The continued expansion of consumption has become the main theme of China’s economic development

**China’s representation in global new consumer markets continues to rise.** With the stable growth of China’s economy, consumers’ income has risen sharply. The sustained improvement of infrastructure and constantly enhanced consumer goods have prompted the continuous release of consumer demand potential. In 2017, China’s total retail sales of consumer goods reached RMB36.6 trillion (USD5.43 trillion at RMB6.75 per USD), a year-on-year increase of 10.2%, and accounted for about 25% of total global retail sales. Ten cities in China, including Beijing, Shanghai, Guangzhou and Shenzhen, rank in the top 100 global consumer centers, attracting increasing attention from international consumer markets. In the near future, China’s retail market is expected to maintain a relatively high growth rate and represent a growing proportion of the global new consumer market.

**Consumption has become one of the core drivers of China’s economy.** In terms of the three major demands—consumption, investment, and net exports—the contribution of China’s final consumption expenditure to GDP growth reached 78.5% in the first half of 2018. This contribution rate has kept rising since 2014, making its role as the primary driver of economic growth more significant.

![Figure 1: GDP contributions of the three major demands](image-url)

Data Source: National Bureau of Statistics
Online retail promotes consumption growth in China.

China has a unique online economic environment with the world’s largest online shopping population and total online retail sales. According to data from eMarketer, Asia-Pacific has the largest share and fastest growth rate among global online retail markets, and China is the major online retail market and core driver in this region and around the world. The world’s largest online retail market, National Bureau of Statistics data shows that the overall size of online retail in China reached RMB7.18 trillion in 2017, a year-on-year increase of nearly 32.2%. It is estimated that by 2025, the overall size of China’s online retail market will exceed RMB18 trillion, and its proportion in total retail sales of consumer goods will continue to rise, exceeding 25%. In this era of development in the digital economy, the potential of China’s online retail consumption will have deeper forward-looking significance.

Figure 2: Global online retail development trends

Data Source: eMarketer, Deloitte Research
2. The maturing structure of China’s import consumption

The elevated concept of discerning consumption is becoming an important driving force and development trend in the Chinese consumer market. Continued income growth has led to changes in the structure of China’s per capita disposable income, and the expanding middle-to-high-income population is becoming the main driver of the consumer market. Alongside increased income, the information channels available to consumers in the digital age have become more plentiful than ever before. Consumers’ awareness has risen gradually. Their focus has shifted from traditional consumption to emerging consumption and from commodities to services. More emphasis has been placed on quality, content and shopping experience for goods and other diversified needs.

As consumers become more discerning, demand for imports becomes more concentrated in high-end and quality products. China Customs’ data shows that in 2017, the range of categories of consumer goods imported into China continued to grow, and the choices of daily consumer goods also became more abundant. Consumers are placing new demands on imported consumer goods.

Figure 3: Consumer demand upgrades

Data Source: AliResearch, Deloitte Research

In sales of imported electronic and electrical products, for example, where import growth has been shrinking recently, the rise of domestic brands means the share of foreign manufacturers in the import market has decreased. It is worth noting, however, that this decline in import volume does not mean consumers no longer demand products in these categories. Rather, it means consumer demand concentrates on products that are different from their domestic equivalents. According to the latest survey by the Ministry of Commerce, imported electronic and electrical products such as photographic equipment, water purifiers and robotic vacuum cleaners are all categories in which consumer demand has yet to be satisfied.
A gargantuan market with increasing openness | The maturing structure of China’s import consumption

From the perspective of overall consumption and willingness to import, foodstuffs, mother and baby products, cosmetics, watches, glasses and jewelry are the product categories consumers are most willing to buy more of in future. The keywords most frequently mentioned by consumers in relation to the above categories are safety, quality, price and design. With consumption upgrading and the now-popular concept of cross-border online shopping, consumers have gradually switched from the notion that “foreign goods are quality goods” to selecting imported goods by considering various factors such as safety, raw material, quality and design.

### Figure 4: Summary of willingness to import and purchase foreign consumer goods in 2018

<table>
<thead>
<tr>
<th>Purchase intention (PI)</th>
<th>Food</th>
<th>Clothing</th>
<th>Mother and Baby Products</th>
<th>Household Products</th>
<th>Cosmetics</th>
<th>Education</th>
<th>Sports</th>
<th>Electronic Appliances</th>
<th>Clocks &amp; Glasses</th>
<th>Jewelry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong</td>
<td>Up: 29.7% Down: 18.7%</td>
<td>Strong</td>
<td>Up: 26.3% Down: 19.1%</td>
<td>Strong</td>
<td>Up: 36.9% Down: 19.1%</td>
<td>Stable</td>
<td>Up: 25.5% Down: 23.5%</td>
<td>Strong</td>
<td>Up: 28.5% Down: 12.7%</td>
<td>Strong</td>
</tr>
<tr>
<td>Consumer focus</td>
<td>Safety 92.5% Price 70.4% Ingredient 67.5%</td>
<td>Safety 91% Price 68.3% Ingredient 63.9%</td>
<td>Safety 70.2% Quality 70.5% Safety 69.2%</td>
<td>Quality 70.2% Safety 56.7%</td>
<td>Quality 74.1% Safety 56.3%</td>
<td>Quality 68.5% Price 59.8% Material 53.1%</td>
<td>Quality 69.7% Safety 56.7%</td>
<td>Quality 68.5% Price 59.8% Material 53.1%</td>
<td>Quality 69.7% Safety 56.7%</td>
<td>Quality 68.5% Price 59.8% Material 53.1%</td>
</tr>
<tr>
<td>Sub-categories with high import proportion</td>
<td>Seafood health care products</td>
<td>beef</td>
<td>wine</td>
<td>Outdoor clothing</td>
<td>sportswear</td>
<td>sports shoes</td>
<td>Baby food stand</td>
<td>mixer</td>
<td>child safety seat</td>
<td>Wallpaper ceramic</td>
</tr>
</tbody>
</table>

**Comparison of sub-category purchase and import intentions in the next 6 months**

| Fresh milk | Sports shoes | Baby formula | Pot | Skin care | Outdoor equipment | Skincare equipment | Photographic equipment | Water purifier | Sunglasses | Glasses | Electric toothbrush | Cleaning robot | Diamond jewelry | Jade jewelry | Gold jewelry |
| PI | PI | PI | PI | PI | PI | PI | PI | PI | PI | PI | PI | PI | PI |

**Data Source:** Ministry of Commerce, Deloitte Research
3. Population of cross-border e-commerce consumers has increased 10-fold in three years

As China’s middle-class population continues to increase, so too do its population of cross-border e-commerce consumers and per capita consumption across every city tier. The post-1990 and post-1995 generations who grew up with the internet have gradually become the main cross-border consumers. Young consumers are more willing to try new things and spend time studying products and sharing experiences. China’s cross-border e-commerce retail import penetration rate (consumers buying goods through cross-border e-commerce as a proportion of online consumers) increased rapidly from 1.6% in 2014 to 10.2% in 2017. The population of cross-border e-commerce retail consumers is growing rapidly, with 10 times as many Tmall International consumers in 2017 as there were in 2014, and this growth trend will continue to accelerate steadily.

Figure 5: Cross-border e-commerce retail import penetration rate (2014-2017)

Data Source: AliResearch
A gargantuan market with increasing openness | Population of cross-border e-commerce consumers has increased 10-fold in three years

At the same time, with the steady development of the bonded warehouse model in cross-border e-commerce retail, and business operating models gradually maturing, the shopping experience of cross-border e-commerce has improved sharply and the efficiency of goods transporation has doubled. The average receiving time under the bonded warehouse model shortened from 9.22 days in 2014 to 4.49 days in 2017 and efficiency more than doubled.

Figure 6: Evolution of cross-border e-commerce retail import logistics from 2014-2017 (days)

<table>
<thead>
<tr>
<th>Year</th>
<th>Overall cross-border e-commerce</th>
<th>Bonded warehouse model</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>9.25</td>
<td>9.22</td>
</tr>
<tr>
<td>2015</td>
<td>7.97</td>
<td>6.97</td>
</tr>
<tr>
<td>2016</td>
<td>6.20</td>
<td>5.10</td>
</tr>
<tr>
<td>2017</td>
<td>5.63</td>
<td>4.49</td>
</tr>
</tbody>
</table>

Data Source: AliResearch
In consumption spending by city tier, cross-border e-commerce consumption has increased in first-tier cities such as Beijing, Shanghai, Guangzhou and Shenzhen, but overall consumption spending and the population of consumers in some third- to fifth-tier cities has grown at a faster rate than in major cities, indicating consumers in these cities have also begun to experience cross-border shopping and have great development potential. It is clear that the future development of cross-border e-commerce and the popularization of imported consumer goods will attract more consumers.

Figure 7: Proportion of transactions by city tier

Data Source: AliResearch
Note: According to their level of urban economic development, the first-tier cities include Beijing, Shanghai, Guangzhou and Shenzhen; there are 15 new first-tier cities: Chengdu, Hangzhou, Chongqing, Wuhan, Suzhou, Xian, Tianjin, Nanjing, Zhengzhou, Changsha, Shenyang, Qingdao, Ningbo, Dongguan and Wuxi; 30 second-tier cities: Kunming, Dalian, Xiamen, Hefei and Foshan, etc.; 60 third-tier cities: Zhuhai, Zhenjiang, Haikou, Yangzhou and Linyi, etc.; 90 fourth-tier cities: Zhoushan, Taian, Xiaogan, Erdos and Kaifen, etc.; and 129 fifth-tier cities: Changzhi, Jingmen, Zhangzhou, Lhasa and Hanzhong. (DT New First-tier Cities Research Institute).
4. Consumer groups are becoming younger, with post-90 and post-95 generations becoming the largest consumer group

Among imported goods consumer groups, the post-90 and post-95 generations are increasing as a proportion of the consumer population and spending every year. The post-90 generation has gradually grown into the main driver of import consumption, and the post-95 generation has risen up. In 2017, the post-90 and post-95 generations accounted for 45.2% of the overall consumer population, becoming the largest consumer group, with the post-80s and post-85 generations accounting for 34.2% and constituting the second largest consumer group. The population of consumers born between 1980 to 1999 accounts for nearly 80% of the overall consumer population.

Figure 8: Population distribution of cross-border e-commerce consumers by generation in 2014-2017

Data Source: AliResearch
A gargantuan market with increasing openness | Consumer groups are becoming younger, with post-90 and post-95 generations becoming the largest consumer group.

Although the post-90 and post-95 generations are the largest consumer group by population, the post-80 and post-85 generations still have the strongest purchasing power, accounting for 47.6% or nearly half of overall consumption.

Figure 9: Spending distribution of cross-border e-commerce consumers by generation in 2014-2017

Data Source: AliResearch
5. Consumers are most interested in “beauty”, “health” and “family” products

Among imported goods categories, beauty care products, food and health care products, and mother and baby products, are the three main categories driving China’s cross-border e-commerce retail imports. In 2014/15, Chinese consumers started to try cross-border e-commerce purchases with mother and baby products. Milk powder and diapers were the star products in major cross-border e-commerce platforms over those two years. Since 2016, consumer demand has gradually shifted from meeting basic daily needs to improving quality of life. Cosmetics and digital home appliances were Tmall International’s fastest growing categories by year-on-year sales growth in 2016 and 2017 respectively. Consumers’ pursuit of a better life is mainly reflected in three product categories: “beauty” (cosmetics and clothing), “health” (health care products and food) and “family” (digital home appliances and household products).

Figure 10: Product category distribution on Tmall international in 2014-2017

Data Source: AliResearch
A gargantuan market with increasing openness | Consumers are most interested in “beauty”, “health” and “family” products

On the whole, with growing requirements for healthy, safe and green products, cross-border e-commerce retail imports have become a new and important channel through which Chinese consumers purchase these products. At the same time, growing demand for imported consumer goods and more opening-up will help expand import channels and reduce circulation cost, all of which will encourage the entry into China of more product categories that meet Chinese consumer demands.

To assure quality, the “global traceability project” of cross-border e-commerce platforms uses blockchain technology and big data to track the entire process of imported goods and collect information on various elements including production, transportation, customs clearance and declarations, third-party inspection, marking every cross-border imported product with an ID. At the same time, platforms are participating in the standards formulation, monitoring the whole process and using other measures to guarantee quality for domestic consumers.
With continuous improvements in consumers’ shopping experience, consumption of imports has gradually become the norm, and the proportion of consumers who spend mainly during promotion periods such as anniversary sales and shopping festivals is declining. The improvements in logistics speed make the cross-border e-commerce consumer experience almost the same as the experience with domestic products. Quality assurance and traceability projects have boosted consumer confidence. A growing number of international brands have entered the Chinese market through cross-border e-commerce platforms, bringing consumers an abundance of choice.

Through observing new users over the years, we have found that after their first experience of purchasing imported goods through cross-border e-commerce platforms, new users’ average spend per transaction and average number of product categories purchased increases. For example, the average number of product categories purchased by first-time users in 2014 was 1.6, but by 2017 this had risen to 4, while average spend per transaction in 2017 has increased to 2.5 times that in 2014.

Figure 11: Changes in the average number of product categories purchased by new users from 2014-2017
In general, the fourth quarter of each year is e-commerce promotion season, and the level of consumer spending is usually higher in this quarter. However, by analyzing the data of new users over the years, AliResearch found that the proportion of new users in the fourth quarter is highest in their first year, and then starts to decline. This shows that although new users may be exposed to cross-border e-commerce import channels for the first time in the fourth quarter, they gradually get into the habit of purchasing cross-border imports regularly. Once this habit is developed, consumers’ purchases of imports are no longer concentrated in promotion season. New users’ viscosity has increased, and purchases of imports are tending to normalize.

Data Source: AliResearch
7. Cross-border e-commerce provides an open and efficient path for foreign brands

China’s cross-border e-commerce platforms create opportunities for foreign brands. Amid the trend of domestic consumption upgrades, consumers’ demand for high-quality, personalized and diversified products continues to rise, creating opportunities for foreign brands to expand their businesses in China. According to The Cross-Border E-Commerce Opportunity in China report by Frost & Sullivan and Azoya Consulting, as many as 80% of international retailers believe that as Chinese consumers’ purchasing power increases, their purchasing habits towards high-quality foreign products will also mature, which makes China a lucrative market. The pursuit of high-quality, reliable products is the main reason for consumers to make overseas purchases, which is in line with the general trend of China’s consumption upgrading. In terms of purchasing behavior, 84% of respondents have in the past 12 months bought imports through domestic e-commerce platforms such as Tmall, Koala and JD.com, making these cross-border platforms the primary e-commerce channel. Purchases through international platforms such as Amazon and Lotte are also quite common. This shows that the cross-border e-commerce platform model is the most accepted cross-border e-commerce channel.

Figure 14: Reasons and channels for cross-border online shopping

<table>
<thead>
<tr>
<th>Reasons for cross-border online shopping</th>
<th>Cross-border purchases through e-commerce platforms in the past 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher quality and more trustworthy</td>
<td>67%</td>
</tr>
<tr>
<td>Lower price</td>
<td>35%</td>
</tr>
<tr>
<td>Lower risk of receiving fakes</td>
<td>45%</td>
</tr>
<tr>
<td>No supply in local region</td>
<td>27%</td>
</tr>
<tr>
<td>Curiosity</td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td>Domestic e-commerce platform 84%</td>
</tr>
<tr>
<td></td>
<td>Global e-commerce provider 67%</td>
</tr>
<tr>
<td></td>
<td>Overseas supplier website 21%</td>
</tr>
<tr>
<td></td>
<td>Procurement service 27%</td>
</tr>
<tr>
<td></td>
<td>Third party agency 7%</td>
</tr>
</tbody>
</table>

The cross-border e-commerce model provides a more efficient path for foreign brands.
For international retailers or brands, there are two paths for entering China—the traditional general trade model and the emerging cross-border e-commerce model.

Comparing the two models, the general trade model has more rigorous merchandise entry requirements. Only products that have completed regulatory requirements including registration and filings can enter the Chinese market. Cross-border e-commerce is an emerging business model that has developed rapidly in recent years with the support of more open and innovative policies, helping overseas brands access Chinese consumers faster and more efficiently, and achieve explosive growth in the Chinese market.

For example, brand enterprises that engage in the current star product categories of cross-border e-commerce, namely cosmetics, food and health care, and mother and baby products, are consumer demand oriented and have given full play to the openness and efficiency of the cross-border e-commerce business model, grasping this opportunity for rapid growth.

Cross-border e-commerce entities have distinct characteristics, providing more options for brand enterprises.
The cross-border import and retail e-commerce market has many participants now, not only traditional large-scale cross-border e-commerce companies such as Tmall, NetEase Koala, JD.com and VIP.com, but also vertical businesses like Xiaohongshu and Mia.com. When choosing business partners, foreign brands should consider their own strategic development plans for the Chinese market, the advantages and characteristics of different platforms and differentiated cross-border e-commerce import models to...
In conclusion, to ensure the most rational use of resources and achieve commercial success, different foreign brands and product categories need to comprehensively consider their own characteristics and platforms’ strengths, determine a cooperation strategy with single or multiple e-commerce service partners and make prompt strategy adjustments as their brands develop in the Chinese market.
Foreign brands entering China through the cross-border e-commerce model will not only develop their businesses in the Chinese market faster and more efficiently, but also integrate themselves into the digitalization process of China’s retail industry. China’s unique digital environment has been formed by consumer preferences, technological innovation and the interaction of different market participants. In this environment, different participants centered on consumers are reconstructing the entire retail ecosystem with the help of technological advances and mature analytical capabilities.

Foreign brands’ entry into the Chinese market can be divided into three stages: start-up, development, and digital omni-channel operation.

Stage 1: Start-up stage (1st-2nd year). In the start-up stage, foreign brands use cross-border e-commerce as a channel to enter the Chinese market, establish brand influence and apply various marketing methods to maintain continuous exposure of their brands and products;

Stage 2: Development stage (3rd-4th year). In the development stage, brands use the cross-border e-commerce model as a foundation, establish an omni-channel development strategy, combine with general trade, carry out offline business expansion, continue to strengthen contact with local consumers and conduct customer relationship management (CRM), enhance marketing performance in China through more systematic approaches;

Stage 3: Brands complete the overall upgrade of their business models with the help of new retail, and ultimately achieve integrated online-offline store operation (5th year and beyond). At this stage, a brand’s multiple sales channels gradually become mature, and data can be used to guide omni-channel, integrated sales and provide a more accurate and personalized customer service experience, building consumer loyalty through continuous interaction with consumers.

When entering the Chinese market via the cross-border e-commerce model, foreign brands can consider establishing deep cooperative relationship with leading domestic online retail platforms. Large-scale online retail platforms can play a key role in the digital development of international brands, mainly in two ways—digital omni-channel experience and intelligent operation management.

Building a full-link digital business with the help of new retail has important implications for the long-term development of foreign brands in China and benefits brand globalization. During cooperation, foreign brand enterprises will gain more digital resources and means to connect and interact with consumers, becoming able to meet their demands promptly, accurately and efficiently. At the same time, technology and data can help them operate better and manage their brands, improving overall operational efficiency.

8. New retail helps foreign brands build full-link digital businesses
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China Chamber of International Commerce

The China Chamber of International Commerce (CCOIC) is a national chamber of commerce established in 1988 with the approval of the State Council by enterprises, groups and other organizations that engage in international business activities in China. Its competent business unit is the China Council for the Promotion of International Trade.

The CCOIC aims to build a hub-type chamber of commerce. Its main duties are to promote Sino-foreign economic and trade exchange and cooperation; represent the Chinese business community to reflect its interests and appeal to international organizations and Chinese and foreign government departments; participate in the formulation and promotion of international economic and trade rules; and actively advocate social responsibility and public welfare in the business community. The CCOIC also organizes institutional cooperation with other business associations inside and outside China to provide members and other enterprises with international exchanges, industry cooperation, legal advice, market information, exhibition planning, project investment and business training services.

The CCOIC is also the national chamber of commerce that represents China’s participation in the International Chamber of Commerce (ICC) and uses the name China National Committee of the International Chamber of Commerce (ICC China) when conducting business related to the ICC. ICC China has 12 policy commissions, the Banking Commission, Commission on Arbitration and ADR, Intellectual Property Commission, Commercial Law and Practice Commission, Competition Commission, Taxation Commission, Corporate Responsibility and Anti-Corruption Commission, Trade and Investment Commission, Marketing and Advertising Commission, Customs and Trade Facilitation Commission, Digital Economy Commission and Environment and Energy Commission.

AliResearch

Established in 2007, AliResearch Institute is a leading think-tank platform that has been closely tracking the constant changes and innovations brought by the new era of data technology. Aided by the rich data resources and a full spectrum of innovative use cases stemming from Alibaba’s ecosystem, the institute stays at the forefront of producing insightful thinking and crucial findings on the country’s fast developing digital economy, with its research areas ranging from e-commerce, new retail, rural economic revitalization to new manufacturing, eWTP and new governance, etc.

So far, many of its key research findings have been adopted by Chinese decision makers, and quite a few of the key concepts and theories proposed by AliResearch are also inspiring other research institutions and top think-tanks across the world.
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