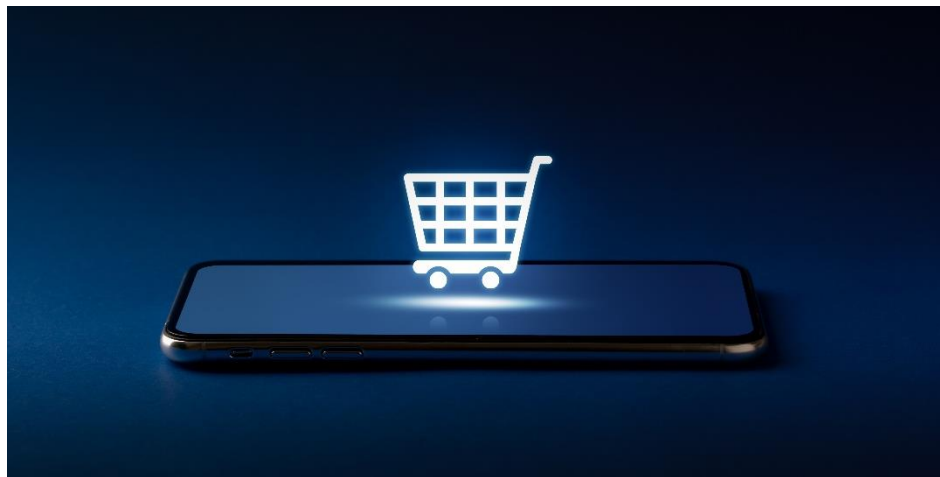


China Retail & E-commerce Weekly Update



I. Sector Review.....	2
Internet & E-commerce.....	2
Douyin E-commerce: Brands achieving over 100 million in sales up by 800% yoy in first day of 11.11	2
Tmall Apparel launches joint merchant growth plan for 11.11 shopping festival.....	2
Over 1,700 overseas brands join Tmall in 1-3Q25	2
Meituan Instashopping Mid-Autumn and National Day consumption: Cross-regional orders up 47% yoy.....	3
Alibaba and Haier Group establish comprehensive AI partnership.....	3
JD.com's 7Fresh Kitchen joins Meituan and Taobao Flash Sale	3
Xiaohongshu tests 'Quick Sell' feature, marking its entry into the secondhand e-commerce market.....	3
JD.com releases first performance report for 11.11: Active users grow by 47.6%.....	4
Xiaohongshu Marketplace: Number of orders up by 77% yoy on first day of 11.11 promotion.....	4
Retail Logistics.....	4
JD Jingxi establishes its first Agricultural Product Selection Centre	4
Supermarkets & Hypermarkets.....	5
JD Supermarket releases first report for 11.11: Users up over 30% yoy, over 50 million-yuan brands double transaction volume	5
Luxury	5
LVMH Group returns to positive growth in China market.....	5
References (in Chinese).....	6

Helen Chin

Head

William Kong

Manager

Brigitte Ng

HKUST LI & FUNG

SUPPLY CHAIN INSTITUTE

LSK Business Bldg

The Hong Kong University of

Science & Technology

Clear Water Bay Kowloon

Hong Kong

E: ustlfsci@ust.hk



I. Sector Review

Internet & E-commerce

Douyin E-commerce: Brands achieving over 100 million in sales up by 800% yoy in first day of 11.11

On the evening of 10 October, Douyin E-commerce (抖音电商) released its first-day data for the 11.11 shopping festival, showing strong growth among merchants. The number of merchants generating revenue from the event increased by 75% yoy. Notably, the number of brands achieving sales of over 100 million yuan increased by 800% yoy, while the number of individual products exceeding 10 million yuan in sales rose by 500% yoy. The data indicate that livestreaming sales increased by 66% yoy, with store broadcasts performing particularly well; the number of merchants with sales exceeding one million yuan in store broadcasts grew by 117% yoy, and those exceeding 10 million yuan increased by more than tenfold.¹

Tmall Apparel launches joint merchant growth plan for 11.11 shopping festival

On 10 October, Tmall (天猫) released its 11.11 'Apparel Merchant Joint Growth Plan', introducing five major growth strategies: 'Quality Products', 'Event Benefits', 'Platform Traffic', 'Merchant Incentives', and 'Commercialization'. 'Whether they are established brands, emerging brands, industry brands, or content-driven brands, we will provide them with definitive growth paths,' said Mi Lan, general manager of Tmall Apparel Industry, at the 11.11 merchant conference. This year's 11.11 event aims to provide brands and users with greater certainty, enabling merchants to achieve multiple business peaks under the platform's multi-wave approach.²

Over 1,700 overseas brands join Tmall in 1-3Q25

The latest data from Tmall Global (天猫国际) showed that in the first three quarters of 2025, 1,724 new overseas brands opened their first stores on Tmall Global. In the third quarter alone, 657 new brands joined, equivalent to an average of 7 overseas brands launched online in China each day. As Tmall's 11.11 shopping festival approaches, the pace of new store openings has accelerated significantly, with September seeing a record monthly high in new brand openings, representing a 16% month-on-month increase. By category, overseas brands rushing to establish themselves in the Chinese market ahead of 11.11 are particularly focused on five trending sectors: anti-aging supplements, ingredient-focused skincare, infant and child nutrition, pet health care, and hair care.³

Meituan Instashopping Mid-Autumn and National Day consumption: Cross-regional orders up 47% yoy

On 13 October, Meituan Instashopping (美团闪购) released its 2025 Mid-Autumn Festival and National Day consumption trend insights. With the two holidays enhancing gift-giving and travel scenarios, Meituan Instashopping's cross-regional orders increased 47% yoy, with overall consumption reaching a new high. Among product categories, mobile phone and digital product sales doubled compared to last year, liquor sales tripled, tea sales increased more than twofold, and both order volume and transaction value for gifts and flowers achieved steady growth. Average consumer spending on categories such as consumer electronics and home appliances, and beauty and skincare increased significantly compared to the same period last year.⁴

Alibaba and Haier Group establish comprehensive AI partnership

On 13 October, Haier Group (海尔集团) announced that the company recently signed a comprehensive strategic partnership agreement with Alibaba (阿里巴巴) within the field of AI. The two parties will fully leverage Haier's full ecosystem layout and Alibaba's full-stack AI capabilities to jointly build a new digital industry ecosystem and accelerate AI innovation in the industry. According to the agreement, the partnership between Haier Group and Alibaba will focus on core areas including AI+Cloud, advanced manufacturing, e-commerce, and globalization, exploring new pathways for AI transformation in the industry.⁵

JD.com's 7Fresh Kitchen joins Meituan and Taobao Flash Sale

On 14 October, 7Fresh Kitchen (七鲜小厨), JD.com's (京东) quality dining platform, officially joined Meituan Delivery (美团外卖) and Taobao Flash Sale (淘宝闪购). According to public information, 7Fresh Kitchen's Changbao Building store in Beijing has already exceeded 2,000 monthly orders on Taobao Flash Sale and surpassed 400 monthly orders on Meituan Delivery. JD.com plans to establish 10,000 7Fresh Kitchen stores nationwide within the next three years.⁶

Xiaohongshu tests 'Quick Sell' feature, marking its entry into the secondhand e-commerce market

Xiaohongshu (小红书) is testing a new 'Quick Sell' feature that allows users to directly link secondhand items they want to sell below their posts or send product cards in chats. Users only need to provide clear information such as the item name and price in order to complete a transaction. The product price cap is set at 10,000 yuan, and users can set the available quantity, delivery methods, shipping fees, and other details. Xiaohongshu charges a 0.6% basic software service fee for each 'Quick Sell' order.⁷

JD.com releases first performance report for 11.11: Active users grow by 47.6%

On 14 October, JD.com (京东) held its 11.11 Surprise Open Day in Beijing. At the event, JD.com presented its first performance report for the 11.11 shopping festival. Since the full launch on 9 October, consumer shopping enthusiasm has remained high due to measures like immediate sales and official discounts. Data from the Mobile User Index (MUI) of CTR Market Research show that from 9 to 10 October, the number of active users on the JD app increased by 47.6% yoy, leading the industry in growth rate. Many categories experienced explosive sales, and by noon on 14 October, order volumes for electrical products such as home appliances, mobile phones, digital products, and computers had grown by over 70% yoy.⁸

Xiaohongshu Marketplace: Number of orders up by 77% yoy on first day of 11.11 promotion

From 11 to 12 October, Xiaohongshu Marketplace (小红书市集) celebrated a successful opening for its 11.11 shopping festival. The latest data show that within the first 48 hours of the 11.11 event, the number of people placing orders increased by 77% yoy. The high popularity of the marketplace also boosted merchants' performance, with transaction orders increasing by 73% yoy and the number of products with sales exceeding one million yuan rising by 155% yoy. During the first 48 hours of the event, related topic views on Xiaohongshu reached 2.5 billion, with over 11 million interactions for browsing the marketplace and collecting stamps. Additionally, followers for brand and buyer live streams increased by over 12 million, with the number of people placing orders also up by 77% yoy.⁹

Retail Logistics

JD Jingxi establishes its first Agricultural Product Selection Centre

JD Jingxi (京东京喜) and the government of Wugong County, Shaanxi recently hosted the nation's largest kiwi harvesting ceremony. To deepen strategic cooperation with the industry belts in Shaanxi, JD Jingxi and Wugong County held a strategic cooperation conference for Shaanxi kiwis on the same day. JD Jingxi will purchase 10 million jin (5,000 metric tonnes) of kiwis during the production season, selling kiwis from Shaanxi's three core production areas through multiple business channels – including JD.com's self-operated platform Jingxi. JD.com also announced the establishment of Jingxi's first Agricultural Product Selection Centre in Wugong County.¹⁰

Supermarkets & Hypermarkets

JD Supermarket releases first report for 11.11: Users up over 30% yoy, over 50 million-yuan brands double transaction volume

On 14 October, JD Supermarket (京东超市) released its first report for the 11.11 shopping festival. Data show that from 8 PM on October 9 to 12 PM on October 14, the number of users on JD Supermarket increased by over 30% yoy, with more than 50 million-yuan brands doubling their transaction volume compared to the same period last year. During the event, more than ten core categories, including snacks and beverages, household cleaning, pet products, personal care, and maternal and infant products, showed explosive growth in transaction volume, with some categories experiencing multifold increases. Meanwhile, consumer demand is showing trends towards higher quality, emotional connection, and seasonality.¹¹

Luxury

LVMH Group returns to positive growth in China market

LVMH Group recently released its third-quarter financial results. Group revenue decreased by 4% yoy to €18.2 billion (150.8 billion yuan), with organic growth of 1% yoy, marking the first quarter this year to achieve a sales rebound. By region, organic revenue in the Asia-Pacific market, including China, increased by 2% in the third quarter, while the Japanese market fell by 13%, the US market grew by 3%, and Europe declined by 2%. During the earnings call, LVMH's Chief Financial Officer Cécile Cabanis pointed out that the Chinese market has returned to positive growth in the third quarter.¹²

References (in Chinese)

¹ 《抖音电商双 11 首日数据：销售额破亿品牌数量同比增长 800%》，2025 年 10 月 10 日，新浪财经网

<https://finance.sina.com.cn/tech/it/2025-10-10/doc-inftmnmi5858261.shtml>

² 《天猫服饰发起双 11 商家联合增长计划》，2025 年 10 月 10 日，电商派

<https://www.163.com/dy/article/K9U8SIN9055040N3.html>

³ 《天猫双 11 前 1700 多家海外品牌入驻》，2025 年 10 月 11 日，人民网

<http://finance.people.com.cn/n1/2025/1011/c1004-40579722.html>

⁴ 《美团闪购中秋国庆消费趋势：异地订单同比增长 47%》，2025 年 10 月 13 日，亿邦动力网

<https://www.ebrun.com/ebrungo/zb/609861.shtml>

⁵ 《阿里巴巴与海尔集团达成全面 AI 合作》，2025 年 10 月 13 日，联商网

<http://www.linkshop.com/news/2025538226.shtml>

⁶ 《京东七鲜小厨入驻美团、淘宝闪购 拟 3 年建 1 万家门店》，2025 年 10 月 14 日，观点网

<https://www.guandian.cn/article/20251014/516801.html>

⁷ 《小红书内测“快捷售卖”功能 进军二手电商》，2025 年 10 月 14 日，亿邦动力网

<https://www.ebrun.com/ebrungo/zb/609964.shtml>

⁸ 《京东双 11 首份成绩单发布：活跃用户增长 47.6%》，2025 年 10 月 15 日，网经社

<https://www.100ec.cn/detail--6652859.html>

⁹ 《小红书市集双 11 开门红：48 小时下单人数同比增 77%》，2025 年 10 月 16 日，网经社

<https://www.100ec.cn/detail--6652926.html>

¹⁰ 《京东京喜全国首个“农产品选品中心”落地》，2025 年 10 月 11 日，网经社

<https://www.100ec.cn/detail--6652723.html>

¹¹ 《京东超市“11.11”首期战报发布：用户同比增超 30% 超 50 个百万品牌成交额翻倍增长》，2025 年 10 月 15 日，新浪财经网

<https://finance.sina.com.cn/jjxw/2025-10-15/doc-inftzakf7823591.shtml>

¹² 《LVMH 集团中国市场恢复正增长》，2025 年 10 月 15 日，联商网

<http://www.linkshop.com/news/2025538330.shtml>

HKUST Li & Fung Supply Chain Institute

The HKUST Li & Fung Supply Chain Institute accelerates the creation, global dissemination, and practical application of new knowledge and technologies for managing supply chains. Jointly established by international research university HKUST and supply chain industry leader Li & Fung, the Institute engages in collaborative research, exchanges, professional development and executive education to driving real-world impact across the region and globally, while contributing to Hong Kong's development as a multinational supply chain management center.

For more information, please visit www.funggroup.com.

© Copyright 2025 HKUST Li & Fung Supply Chain Institute. All rights reserved. Though HKUST Li & Fung Supply Chain Institute endeavours to ensure the information provided in this publication is accurate and updated, no legal liability can be attached as to the contents hereof. Reproduction or redistribution of this material without prior written consent of HKUST Li & Fung Supply Chain Institute is prohibited.