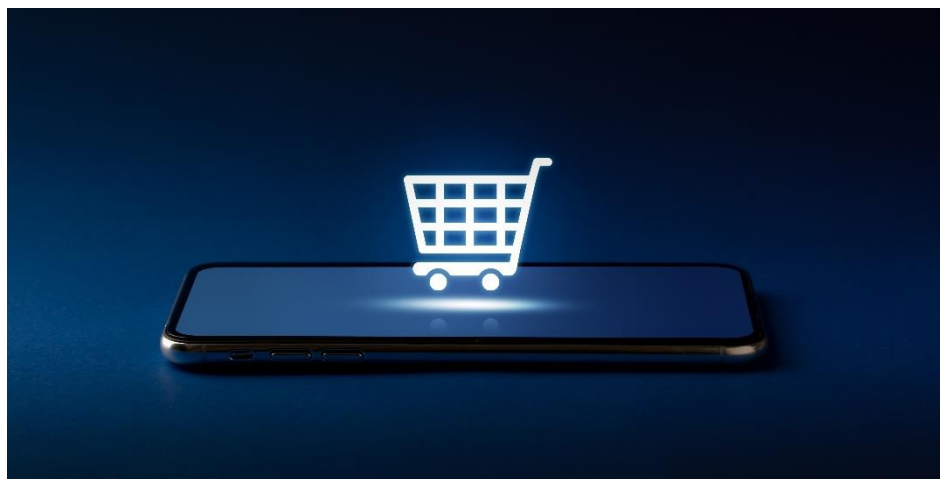


China Retail & E-commerce Weekly Update



I. Sector Review.....	2
Internet & E-commerce	2
Taobao Flash Sale launches in-store group buying service in three cities.....	2
Xiaohongshu bans over 12 million fake accounts in six months	2
Douyin E-commerce hosts 1.25 million livestreams daily and helps over five million new creators and merchants generate revenue	2
JD.com reveals its AI strategy and products.....	3
Taobao Enterprise Purchasing launches AI procurement assistant to boost procurement efficiency	3
Supermarkets & Hypermarkets	3
Freshippo's 'Chao He Suan NB' to enter Guangzhou, Hefei and other markets	3
Home Appliances & Consumer Electronics.....	4
Suning.com creates 'Super Livestreaming Hub' for 11.11 shopping festival.....	4
Home Products.....	4
MUJI China opens 11 stores in September	4
II. Market Overview	5
iResearch: Private domain e-commerce to approach one billion users in 2027	5
Total sales of top 100 online retailers in China reach 2.17 trillion yuan in 2024.....	5
Zhi-Tech Consumer Industry Research Institute publishes report on domestic consumer goods consumption and consumer sentiment in 2Q25.....	5
III. Policy Spotlight	6
SAMR publishes new measures on supervision and management of livestreaming e-commerce.....	6
References (in Chinese)	7

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

Taobao Flash Sale launches in-store group buying service in three cities

On the morning of 20 September, Taobao Flash Sale (淘宝闪购) officially launched its in-store group buying business, initially covering core commercial areas in three cities – Shanghai, Shenzhen, and Jiaxing – with plans to expand to over 50 first- and second-tier cities nationwide. The group buying offerings include diverse catering categories such as tea drinks, desserts, full-service dining, buffets, and local specialty snacks. They feature both nationally renowned chain restaurant brands like Gui Man Long (桂满陇) and Xin Wang Café (新旺茶餐厅), as well as specialty dining merchants and local brands such as Louxia Yogurt (楼下酸奶) and Feng Hotpot (冯校长老火锅).¹

Xiaohongshu bans over 12 million fake accounts in six months

Xiaohongshu (小红书) recently held an 'Anti-Fake Marketing' open day in Beijing, publicly revealing the overall operations and initial achievements of its 'Anti-Fake Marketing Task Force' for the first time. Since the task force's establishment in March this year, Xiaohongshu has banned over 12 million fake accounts, removed 13.76 million fake marketing posts, and deleted over 360 million fake comments. Platform data show that overall exposure of fake marketing content has decreased by 60%. The task force leader stated that their goal is to ensure the cost of fake marketing remains permanently higher than its benefits, while also calling on brands, creators, and users to jointly resist such misconduct and maintain an authentic community atmosphere.²

Douyin E-commerce hosts 1.25 million livestreams daily and helps over five million new creators and merchants generate revenue

Douyin E-commerce (抖音电商) recently revealed at its latest Creator Conference that the platform has been a significant engine for content creation and commercial growth. Over the past year, the platform has averaged 1.25 million e-commerce daily livestreams, attracting over 300 million viewers each day. Meanwhile, the platform's development has brought tangible income to many new entrants, with over 5.11 million new e-commerce creators and 5.36 million new merchants earning revenue through Douyin E-commerce. In terms of business model innovation, Douyin E-commerce's shelf-based commerce model has also demonstrated strong growth, with its GMV increasing by 49% yoy.³

JD.com reveals its AI strategy and products

On 25 September, at the JD Discovery 2025 Conference, JD.com (京东) revealed an overview of its AI technology and showcased its overall AI strategy. Over the next three years, the company will continue to invest in AI, driving various industry belts to form a trillion-yuan-scale AI ecosystem. JD.com also launched three new AI products, four deep AI applications across key scenarios, and multiple technology platforms — all centred around the newly upgraded large model brand JoyAI. Xu Ran, CEO of JD.com, used the newly released digital human assistant 'Ta Ta Ta' (He She It) during her speech to order coffee delivery for the guests in attendance.⁴

Taobao Enterprise Purchasing launches AI procurement assistant to boost procurement efficiency

Taobao's (淘宝) business procurement platform 'Taobao Enterprise Purchasing' recently completed its intelligent upgrade and officially launched its AI procurement assistant, AI Caigou Bao (AI 采购宝). This tool serves over 100 types of business procurement scenarios including office supplies, corporate marketing, and employee benefits. Leveraging AI technology, it helps users quickly and accurately filter products from the platform's hundreds of millions of items, aiming to deliver a more efficient and cost-effective procurement experience. Enterprise procurement personnel can simply input their procurement requirements, and the AI assistant will automatically execute product searches, multi-supplier price comparisons and communications, and generate downloadable procurement reports containing product options, price comparisons, and supplier information. This supports enterprises in making bulk procurement decisions, driving the transformation of procurement processes toward intelligence and automation.⁵

Supermarkets & Hypermarkets

Freshippo's 'Chao He Suan NB' to enter Guangzhou, Hefei and other markets

On 24 September, it was reported that Chao He Suan NB (超盒算 NB), Freshippo's (盒马) budget-friendly community supermarket chain, will enter several new markets, including Guangzhou and Hefei. According to official recruitment information, Chao He Suan NB is hiring procurement and sales experts in fresh produce, frozen products, ready meals, standard products, private label brands, and other categories, with positions located in Shanghai, Guangzhou, Hefei, and other cities. Information on Freshippo's official website shows that Chao He Suan NB has already established a presence in Shanghai, Nanjing, Wuxi, Changzhou, Suzhou, Nantong, Hangzhou, Ningbo, Jiaxing, Huzhou, Shaoxing, and Jinhua, with stores mainly concentrated in the Yangtze River Delta region.⁶

Home Appliances & Consumer Electronics

Suning.com creates ‘Super Livestreaming Hub’ for 11.11 shopping festival

On 23 September, Suning.com (苏宁易购) hosted its 2025 11.11 National Carnival launch event in Nanjing, highlighting the promotion activity schedule, platform features, and merchant empowerment measures for the 11.11 shopping festival. Suning.com’s e-commerce platform will help merchants achieve growth through upgraded initiatives such as omni-channel traffic acquisition, livestreaming ecosystem development, and refined operations, while providing consumers with quality products, competitive prices, and excellent service. As a specialized home appliances and consumer electronics retailer, Suning.com will officially launch its 11.11 mega-promotion after the National Day holiday. The promotion will run for approximately one month and the various phases will include early access sales, first-round promotion, grand opening, and the peak 76-hour period.⁷

Home Products

MUJI China opens 11 stores in September

On 24 September, Ryohin Keikaku Co. announced that its brand MUJI will expand in eight Chinese cities in September, opening 11 new stores covering key consumer markets including Shenzhen, Shanghai, Xi’an, and Wuhan. In fiscal year 2024, MUJI China’s revenue reached 118.2 billion yen (5.5 billion yuan). MUJI China is currently opening about 40 stores each year and is establishing flagship stores in first-tier and emerging first-tier cities. Store sizes are generally increasing as well. While standard stores were previously around 800 sqm, they now expand to 1,500 sqm or larger.⁸

II. Market Overview

iResearch: Private domain e-commerce to approach one billion users in 2027

The 2025 Private Domain Growth Summit was recently held in Shanghai. iResearch Consulting released a report entitled *2025 China Private Domain E-commerce Industry Trend White Paper*. Data show that China's private domain e-commerce market achieved a compound annual growth rate of 48% between 2020 and 2024, and is expected to maintain steady growth of 20.4% from 2025 to 2027. By 2027, China's private domain e-commerce user base is projected to approach the one billion milestone, with penetration rate rising to 67%, and the market transaction volume is expected to exceed three trillion yuan.⁹

Total sales of top 100 online retailers in China reach 2.17 trillion yuan in 2024

Deloitte and the China Chain Store & Franchise Association recently published the *2025 China Online Retail TOP 100 Report*. The report shows that the top 100 retailers achieved total online sales exceeding 2.17 trillion yuan in 2024, up 13.6% yoy. The sales threshold for the top 100 retailers rose to over 1 billion yuan. In addition, the number of companies at the hundred-billion yuan, ten-billion yuan, and billion-yuan levels all increased. In 2024, China's online retail sales reached 15.5 trillion yuan, maintaining its position as the world's largest online retail market for the 12th consecutive year. E-commerce platforms, physical retailers, and consumer brands are jointly driving continuous market expansion and upgrading. The report shows that among the 2025 China Online Retail TOP 100 companies, JD.com (京东), Midea (美的), Alibaba (阿里巴巴), and Vipshop (唯品会) ranked in the top four, with sales all exceeding 100 billion yuan in 2024. Consumer brand companies dominated the top 100 list with 63 entries, physical retail companies accounted for 24, and e-commerce platforms accounted for 13, with diverse entities collectively supporting the trillion-yuan market.¹⁰

Zhi-Tech Consumer Industry Research Institute publishes report on domestic consumer goods consumption and consumer sentiment in 2Q25

Recently, the Development Research Center of the State Administration for Market Regulation and the Zhi-Tech Consumer Industry Research Institute, under Zhi-Tech Group (值得买科技), jointly released *the 2025 Q2 Domestic Consumer Goods Category Consumption and Consumer Sentiment Data Monitoring Report*. The report identifies four key trends shaping the consumer market this quarter. First, policy subsidies and technological innovation are jointly driving inclusive consumption upgrades. These drivers have significantly boosted sales of home appliances and energy-efficient products, while also accelerating the adoption of premium audio-visual experiences. Second, consumption content is shifting from general entertainment to greater specialization and practicality. Tourism and travel, along with emerging content formats, are gaining popularity, while the gaming sector is experiencing a

revival fueled by new releases and classic IPs. Third, quality and experience are driving consumer demand towards refinement. Immersive cultural and entertainment experiences continue to grow but face challenges from homogenization. Apparel and footwear consumption is increasingly focused on functionality and comfort, with the authenticity of online displays influencing purchasing decisions. Finally, health-related needs are spanning all age groups, with technology applications particularly prominent among younger and elderly demographics. This reflects the differentiated and diversified trajectory of the consumer market.¹¹

III. Policy Spotlight

SAMR publishes new measures on supervision and management of livestreaming e-commerce

On 23 September, Liu Junwei, Deputy Director of the Cyberspace Administration Department of the State Administration for Market Regulation (SAMR), announced that to strengthen supervision and management of livestreaming e-commerce, protect the legitimate rights and interests of consumers and business operators, and promote the healthy development of live streaming e-commerce, the SAMR has jointly drafted the *Livestreaming E-commerce Supervision and Management Measures* with the Cyberspace Administration of China. The Measures were open for public comment from June to July this year and are currently undergoing legal review, with official publication expected in the near future. The Measures further clarify the legal responsibilities of various entities including livestreaming e-commerce platforms, livestream operators, live streaming marketers, and related service agencies. They strengthen supervision and management tools, specify coordinated response mechanisms between regulatory authorities and platforms, construct a full-chain responsibility system, and establish a closed loop for regulatory enforcement.¹²

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