

China Retail & E-commerce Weekly Update



I. Sector Review	2
Internet & E-commerce	2
Taobao Flash Sale New Year Goods Festival: Sales of cherries and other major products reach record highs	2
Freshippo report: Health and quality become nationwide consumption trends	2
JD Business responds to green consumption policies by promoting quantifiable 'green procurement'	2
Food and Beverage	3
Luckin Coffee operates over 1,600 stores in Shanghai	3
Supermarkets & Hypermarkets	3
Pangdonglai's sales reach 23.531 billion yuan in 2025, up 38.71% yoy	3
Sam's Club China exceeds 140 billion yuan in 2025 sales	3
Furniture and Home Improvement	4
IKEA to close seven locations and open more than ten small stores in the next two years	4
II. Policy Spotlight	4
MOFCOM and eight other departments promote green dining and 'small portions'	4
Government publishes Livestreaming E-commerce Supervision and Management Measures	5
References (in Chinese)	5

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I. Sector Review

Internet & E-commerce

Taobao Flash Sale New Year Goods Festival: Sales of cherries and other major products reach record highs

According to data from the Taobao Flash Sale (淘宝闪购) New Year Goods Festival, multiple major New Year products reached record sales during the New Year Day holiday. For example, imported cherries sold over 75 million pieces, while the sales of Dandong red strawberries exceeded 10 million pieces. At the same time, milk sales reached 1.2 million litres, and both cola and beer surpassed 1.5 million litres in sales. Since its launch at the end of December, Taobao Flash Sale has focused on four major scenarios: family reunions, travel, gifting, and festive fun, integrating quality supplies from Tmall Supermarket (天猫超市), Freshippo Fresh (盒马鲜生), RT-Mart (大润发), and Walmart, continually introducing new popular products for Lunar New Year celebrations and seasonal winter items, and offering home delivery within 30 minutes.¹

Freshippo report: Health and quality become nationwide consumption trends

Freshippo (盒马) recently published a report on 2025 consumption trends in 100 cities nationwide. The report notes that in the 40 new cities Freshippo entered in 2025, emerging markets like Shijiazhuang, Linyi, and Luoyang showed outstanding performance, with 'full house at opening day' becoming a common phenomenon. The report states that high-end fresh food consumption is becoming more routine, with health and quality emerging as nationwide consumption trends. For instance, in cities like Foshan, Guiyang, and Hefei, sales of organic camellia oil products increased by 40% yoy, and local specialty foods, such as the Guizhou's Yunnan-ham mooncakes, are also selling well outside the province.²

JD Business responds to green consumption policies by promoting quantifiable 'green procurement'

The greening and green-quantification of corporate procurement has become a new trend as the Chinese government continues to promote green consumption. JD Business (京东政企业务), JD.com's (京东) government and enterprise business, is integrating carbon footprint management into the entire procurement process through its platform, helping companies make more environmentally friendly procurement decisions. Recently, the Ministry of Commerce and eight other departments jointly issued a notice on the action plans for green consumption, proposing measures to drive the green transformation of consumption from multiple dimensions. Among them, the requirements for 'promoting green procurement' and 'developing green circular services' closely align with corporate needs for cost reduction, efficiency

improvement, and sustainable development. JD Business is using this opportunity to deeply integrate carbon footprint management technology with its intelligent procurement platform, JD Smart Procurement, to build a comprehensive green service system.³

Food and Beverage

Luckin Coffee operates over 1,600 stores in Shanghai

The General Manager of Luckin Coffee (Shanghai) Co., Bi Hongcheng, stated that as of the end of the third quarter of 2025, the total number of Luckin Coffee (瑞幸咖啡) stores reached 29,214. With such a large scale of operations, Luckin Coffee's total net revenue for the third quarter of 2025 was 15.287 billion yuan. Currently, Luckin Coffee has over 1,600 stores in Shanghai. In 2024 alone, Luckin opened 267 new stores in Shanghai while closing about 30 to 40 stores and completed changes to the legal representatives of over 1,200 stores due to internal structural optimization.⁴

Supermarkets & Hypermarkets

Pangdonglai's sales reach 23.531 billion yuan in 2025, up 38.71% yoy

Pangdonglai (胖东来) recently revealed that the group's total sales for 2025 amounted to 23.531 billion yuan, a year-on-year increase of 38.71%. Of which, supermarket sales reached 12.643 billion yuan, jewellery sales were 2.451 billion yuan, and tea sales totalled 1.062 billion yuan. In terms of store performance, the Times Square store in Xuchang, Henan topped the chart with nearly six billion yuan in sales, followed by the Angel City store in the same city with sales of 3.298 billion yuan. Notably, Pangdonglai's newest location, the third store in Xinxiang, Henan, had achieved nearly 100 million yuan in sales since its trial opening on 23 December as of end-December 2025.⁵

Sam's Club China exceeds 140 billion yuan in 2025 sales

Sam's Club China has surpassed 10 million paid members for the first time in 2025. By the end of 2025, the number of paid members exceeded 10.7 million. Based on an operating model that serves only paid members, its annual sales surpassed 140 billion yuan, with an average annual consumption of 13,000 yuan per person. Currently, 63 Sam's Club locations have been opened nationwide. It is reported that Sam's Club China plans to achieve a year-on-year comparable sales growth of 15% in 2026.⁶

Furniture and Home Improvement

IKEA to close seven locations and open more than ten small stores in the next two years

IKEA has decided to cease operations at seven offline locations starting 2 February 2026. This adjustment is part of a proactive transformation aimed at optimizing costs, improving efficiency, and reallocating resources. A spokesperson said, 'We will shift from large-scale expansion to precise cultivation, focusing on Beijing and Shenzhen as key markets for exploration. In the next two years, we plan to open over ten small stores, including the IKEA Dongguan store in February 2026 and the Beijing Tongzhou store in April 2026. We will also continue to strengthen our online presence and invest in existing stores to create better shopping experience and work environment for customers and employees.' After closing these seven locations, IKEA will still have 34 offline customer touchpoints, three proprietary digital channels, and two flagship stores on e-commerce platforms in China.⁷

II. Policy Spotlight

MOFCOM and eight other departments promote green dining and 'small portions'

On 5 January, the Ministry of Commerce (MOFCOM) and eight other departments issued a notice regarding the action plan to promote green consumption. The notice mentions the development of green dining. It urges catering service enterprises and food delivery platforms to implement relevant regulations, guiding dining establishments to adopt green dining standards, consciously practice the green development, reduce oil and smoke emissions, curb food waste, and promote the use of biodegradable and reusable food containers and packaging. It calls for catering service companies and institutional cafeterias to encourage consumers to order in moderation, practice the 'Clean Plate' initiative, and promote 'small portions' and 'small dishes', allowing customers to take food as needed. It encourages Internet platform enterprises to launch 'green dining' service labels. It also calls for cultivating green restaurants.⁸

Government publishes Livestreaming E-commerce Supervision and Management Measures

On 7 January, the widely anticipated *Livestreaming E-commerce Supervision and Management Measures* were jointly released by the State Administration for Market Regulation and the Cyberspace Administration of China, and will officially come into effect on 1 February. The Measures focus on four types of entities: livestreaming e-commerce platform operators, livestream studio operators, livestream marketing personnel, and service agencies for livestream marketing. They clearly delineate forbidden behaviours, stating that livestream studio operators and marketing personnel must not engage in false advertising, commercial defamation, or sell or provide illegal goods or services.⁹

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