China Retail & E-commerce Weekly Update

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I. Sector Review

Internet & E-commerce

JD.com's revenue grows by 13% in 2025 as profits decline significantly

On 5 March, JD.com (京东) released its financial results for the fourth quarter and full year of 2025. In the fourth quarter of 2025, JD.com achieved revenue of 352.3 billion yuan; for the entire year, revenue reached 1.32 trillion yuan, an increase of 13.0% compared to 2024. However, due to investments in new businesses, JD.com's profits declined significantly. The full-year non-GAAP net profit for 2025 was 27 billion yuan, compared to 47.8 billion yuan in 2024. JD Retail, its core business, achieved revenue of 1.1264 trillion yuan in 2025, up from 1.0159 trillion yuan in 2024. JD Retail recorded an operating profit of 51.4 billion yuan for 2025, compared to 41.1 billion yuan in 2024. JD Retail's operating profit margin for 2025 was 4.6%, compared to 4.0% in 2024.[1]

Xiaohongshu E-commerce 'Marketplace' launches new 'Quality Goods Market' channel

On 11 March, Xiaohongshu's (小红书) e-commerce 'Marketplace' recently launched a new channel called 'Quality Goods Market'. According to the official introduction, this channel is developed by Xiaohongshu in collaboration with channel operators and suppliers, creating a premium shopping space for consumers. It aims to curate high-quality products from around the world, allowing consumers to enjoy products at more affordable prices through platform subsidies and various service guarantees. The products available in the channel are all sourced by a professional team established by Xiaohongshu, covering key or popular items across sports, outdoor activities, and trendy fashion brands.[2]

Dingdong Maicai's revenue reaches 6.24 billion yuan in 4Q25

On 8 March, fresh food e-commerce company Dingdong Maicai (叮咚买菜) released its financial report for the fourth quarter of 2025. Dingdong Maicai's revenue in 4Q25 grew by 5.7% yoy to 6.2426 billion yuan, marking eight consecutive quarters of year-on-year growth. The company's GMV increased by 2.4% yoy, rising from 6.55 billion yuan in 4Q24 to 6.7032 billion yuan in 4Q25, also achieving eight consecutive quarters of year-on-year growth. The total number of orders in 4Q25 increased by 3.4% yoy. In the fourth quarter of 2025, Dingdong Maicai reported a GAAP net profit of 33.6 million yuan, significantly down by 63.3% from 91.6 million yuan in the same period of 2024. The non-GAAP net profit was 50.8 million yuan, a decrease of 56.5% compared to 116.7 million yuan in 4Q24.[3]

Bilibili: Net profit up by 478% yoy in 4Q25; achieve profitability for 2025

On 5 March, Bilibili (哔哩哔哩) announced its unaudited financial results for the fourth quarter and the full year of 2025. Bilibili's total revenue in the fourth quarter of 2025 reached 8.32 billion yuan, a year-on-year increase of 8%, with net profit rising by 478% yoy. For the full year of 2025, total revenue was 30.35 billion yuan, increasing by 13% yoy; adjusted net profit reached 2.59 billion yuan, achieving overall profitability for the year. In 2025, Bilibili's active users showed accelerated year-on-year growth for four consecutive quarters. In the fourth quarter of 2025, daily average active users reached 111 million, an increase of 10% yoy; monthly active users reached 366 million, up 8% yoy; average daily usage duration also increased by eight minutes to 107 minutes.[4]

JD.com launches '10-Billion Supermarket' channel and increases subsidies for supermarket categories

On 26 February, JD.com (京东) officially launched the '10-Billion Supermarket' channel on its app, increasing its investment in subsidies for supermarket categories. JD.com plans to invest over 20 billion yuan in product subsidies within the channel over the next three years, helping brands achieve a sales increase of 200 billion yuan. The platform will enhance support through direct subsidies, direct supply of products, and brand authorization, allowing users to purchase quality products at affordable prices without the need for group buying, price comparisons, or complicated tactics. The subsidy efforts for the '10-Billion Supermarket' will also surpass those for electronics, making it the category with the highest subsidy support.[5]

Vipshop achieves net revenue of 105.9 billion yuan and adjusted net profit of 8.7 billion yuan for 2025

On 27 February, Vipshop (唯品会) announced its fourth-quarter and annual financial results for 2025. In the fourth quarter of 2025, Vipshop achieved net revenue of 32.5 billion yuan and a non-GAAP net profit of 2.9 billion yuan. For the full year of 2025, Vipshop recorded net revenue of 105.9 billion yuan and a non-GAAP net profit of 8.7 billion yuan. In 2025, the platform's core high-value brands showed stable growth, with overall performance from Super Brand Days and Super Category Days increasing by 17% yoy. The platform selected high-quality products from deeply discounted brands, reaching users through diverse promotional scenarios and enhancing brand sales mindsets. For example, the 'Limited-Time Frenzy' event drove significant sales growth for popular brand products, while the repeat visitor rate steadily increased.[6]

Douyin Mall's 38 Shopping Festival starts on 4 March

On 28 February, Douyin Mall (抖音商城) announced the launch of its 38 Shopping Festival (which celebrates International Women's Day). This event focuses on self-pampering and gifting for women while also addressing scenarios such as spring renewal and back-to-school/work seasons, enriching the supply of goods to meet diverse consumer needs comprehensively.[7]

Douyin's Local Life Services' GMV growth reaches 59% in 2025

Douyin's Local Life Services' (抖音本地生活服务) paid GMV surpassed 850 billion yuan in 2025, with a year-on-year growth rate of 59%. In 2023, Douyin Local Life Services achieved a GMV of 300 billion yuan, maintaining 81% growth in 2024, and continuing high growth into 2025. According to sources, the GMV growth target for Douyin Local Life Services in 2026 is around 50%. With this growth target, the GMV for 2026 is anticipated to exceed 1.2 trillion yuan, further narrowing the gap with traditional industry leaders.[8]

Douyin's 'Suixintuan' business renamed to 'Douyin Jisong'

Douyin Life Services (抖音生活服务) has recently renamed its 'Suixintuan' business, which is now called 'Douyin Jisong' (抖音即送) (literally Douyin Instant Delivery). This service is aimed at quality dine-in merchants, utilizing a selective invitation system and collaborating with merchants that support delivery services, offering users the dual options of 'in-store voucher redemption' and 'home delivery' for the same group-buying package.[9]

Douyin Life Services: Women's consumption scale increases by 61% before International Women's Day

Douyin Life Services (抖音生活服务) recently released preliminary consumption data ahead of International Women's Day (8 March), showcasing female consumer preferences on the platform before the holiday. During 1-5 March, the scale of female consumption grew by 61% yoy. Experiential consumption performed significantly well, with group-buying sales of Perler beads (small plastic beads for hobby crafting) experiences a skyrocketing increase by 126 times compared to last year, making it the largest highlight before International Women's Day. Interest in traditional cultural experiences has also surged, with group-buying for intangible cultural heritage crafts increasing by 326% yoy, and museum and Hanfu experience group-buying rising by 312% yoy and 224% yoy, respectively.[10]

Douyin releases *2025 Traditional Culture Trend Report*: AI technology helps traditional culture reach the mainstream

Douyin (抖音) recently released the *2025 Douyin Traditional Culture Trend Report*, showcasing the new vitality of traditional culture in the digital age. In 2025, the total playback volume of traditional culture-related content on the Douyin platform surpassed one trillion views, accumulating over 20 billion likes and more than 4.8 billion shares. Every day, hundreds of millions of users encounter traditional culture on Douyin, with ancient elegance and national style gaining huge traffic. The report notes that in 2025, AI-related intangible cultural heritage video productions on the platform grew by more than ten times. The deep application of AI technology is helping traditional culture achieve 'breakthrough' virality. Meanwhile, the number of traditional culture creators on the platform continues to expand, growing by 24% compared to 2024.[11]

Department Stores & Shopping Malls

Rainbow achieves revenue of 11.56 billion yuan and net profit of 83.19 million yuan in 2025

On 12 March, retail enterprise Rainbow Digital Commercial Co. (天虹数科商业) released its 2025 annual report. In 2025, the company achieved sales of 36.6 billion yuan, a year-on-year increase of 2.2%. Its revenue was 11.56 billion yuan, a year-on-year decrease of 1.92%. Net profit attributable to shareholders of the company was 83.19 million yuan, an increase of 8.43% yoy. Net cash flow from operating activities was 1.64 billion yuan, a decrease of 17.12%. Rainbow stated that the company has transformed into a smart digital commerce enterprise, with its main business covering two major sectors: digital retail and digital industry. It relies on the 'Lark AI' large model to create a dual pattern of 'industrial digitization + digital industrialization'.[12]

Supermarkets & Hypermarkets

Pangdonglai establishes multiple catering companies in 2025

It was reported that Xiangcheng Pangdonglai Commercial Group Co., Ltd controls 23 enterprises, of which nine were established last year. This includes Yuzhou Pangdonglai Jiahe Catering Co., Ltd, Xiangcheng Pandonglai Shilehui Catering Co., Ltd, Xiangcheng Pangdonglai Aishiyu Catering Co., Ltd, and Xiangcheng Pangdonglai Era Cultural Entertainment Co., Ltd, covering various sectors such as accommodation and catering, culture, sports, and entertainment. [13]

Sam's Club China to begin first major store renovation which will last for one year

Sam's Club recently announced that its Yizhuang store in Beijing will undergo a full closure for store upgrades. This renovation will last for one year and marks the first time Sam's Club China has initiated a large-scale, systematic, and long-term closure for a single store. According to available information, the Yizhuang store is the second Sam's Club location in Beijing and the fifth in the country, officially opening on 14 November 2010. The store will officially suspend offline operations on 4 March 2026, to commence the comprehensive upgrade. The overall closure is expected to last about a year, with a reopening anticipated in early 2027. [14]

Food & Beverage

Luckin Coffee's 2025 revenue reaches 49.3 billion yuan as same-store sales growth rate turns positive

On 28 February, Luckin Coffee (瑞幸咖啡) announced its fourth-quarter and annual performance for 2025. For the entire year of 2025, Luckin Coffee reported total net revenue of 49.288 billion yuan, a year-on-year increase of 43.0%. The average monthly number of transacting customers reached 94.2 million, up 31.1% yoy. As of 31 December 2025, Luckin Coffee reached a total of 31,048 stores worldwide. In the fourth quarter of 2025, the company's total net revenue was 12.78 billion yuan, reflecting a year-on-year growth of 32.9%. During the same period, Luckin Coffee's GMV reached 14.8 billion yuan, an increase of 32.8% yoy, contributing to the increase in total net revenue. This GMV growth was driven by an increase in the number of stores and monthly transacting customers.[15]

JD.com plans to expand 7Fresh Kitchen to all first and second-tier cities this year

On 3 March, JD.com (京东) announced that it will accelerate the expansion of 7Fresh Kitchen (七鲜小厨) by fully developing its in-store pickup and group-buying business. By the end of this year, 7Fresh Kitchen aims to cover all first- and second-tier cities nationwide. The in-store group-buying service will also be launched across the country soon, initially covering one million high-quality restaurants. As 7Fresh Kitchen rapidly expands, JD.com's market share in food delivery is expected to increase further, with hopes of reaching a 30% market share by end-2026. As of February 2026, 7Fresh Kitchen opened offline stores in 42 cities, with over 80% located in first-tier and new first-tier cities.[16]

Miscellaneous

Alibaba opens first trendy toy store in Beijing and launches three proprietary IPs

On 5 March, Alibaba (阿里巴巴) opened its first offline trendy toy store, Lucky Loop, in Beijing, located in The Box Chaowai's Young Power Center in Chaoyang District. The store quietly opened in mid-February, targeting the core area where young trendy toy consumers congregate. The store is positioned as a comprehensive trendy toy collection shop rather than a single-IP store. Notably, Alibaba is set to unveil three proprietary trendy toy IPs—Nooobit, Penny, and Hoya—in the store for the first time. The store focuses on creating an immersive shopping experience, incorporating blind box retail, interactive check-ins, and IP experiences.[17]

Chongqing's first Douyin Life Services 'Firework Alley' opens in Daijia Lane

On 10 March, Douyin Life Services' (抖音生活服务) officially opened a key long-term project in the 'Firework Series'—Chongqing's Daijia Alley Firework Alley. As a core initiative of Douyin's 'Firework Series', the Firework Alley project has been operational since November 2025 and has already opened in various cities such as Chengdu, Fuzhou, and Huangshan, successfully creating unique streets with clusters of small shops. The platform supports exposure of these local shops through traffic support, celebrity and influencer visits, and creative pop-up events, helping small businesses broaden their visibility, activate offline consumption, and promote the digital transformation and growth of small and medium-sized merchants.[18]

II. Market Overview

Key retail enterprises' daily average retail sales up by 24.0% yoy during Chinese New Year

The latest monitoring data from the China General Chamber of Commerce shows that during this year's Chinese New Year holiday, commodity retail maintained rapid growth. The daily average retail sales of 100 major large retail enterprises nationwide increased by 24.0% yoy, demonstrating a continuous unleashing of consumption potential. Strong demand for festive gatherings significantly boosted sales of related products, with daily average retail sales of food items rising by 23.0% yoy. Driven by home visits and demand for holiday newness, daily average retail sales of clothing items increased by 17.3% yoy, with sportswear categories performing particularly well. Additionally, the consumer good trade-in policy has sustained double-digit growth in daily average retail sales of communication equipment.[19]

MOFCOM: China's e-commerce market is largest in the world for 13 consecutive years

On 28 February, the Ministry of Commerce (MOFCOM) released data indicating that since the 14th Five-Year Plan, China's digital consumption has expanded in both scale and quality, with the overall scale of digital consumption exceeding 23.8 trillion yuan, maintaining its position as the largest e-commerce market in the world for 13 consecutive years. China's online consumption continues to grow, with online retail sales reaching 15.97 trillion yuan in 2025, representing an 8.6% year-on-year increase, which is 1.4 percentage points faster than the previous year's growth rate. Of which, online retail sales of physical goods reached 13.09 trillion yuan, growing by 5.2% yoy, which contributed 1.3 percentage points to the total retail sales of consumer goods during the same period. New consumption formats and models, such as live-streaming sales and instant retail, are rapidly growing. The live-streaming e-commerce industry continues to develop, with transaction volume increasing by

11.3% in 2025 compared to the previous year, and instant delivery services are rapidly evolving to better meet consumer needs.[20]

III. Policy Spotlight

MOFCOM: A dual approach of 'Policy + Activities' to fully promote consumption and expand domestic demand

At a press conference, Minister of Commerce Wang Wentao introduced measures aimed at stimulating consumption potential this year. Wang stated, 'The Central Economic Work Conference and the Government Work Report have prioritized expanding domestic demand as the top task for this year. The MOFCOM will consistently combine improving people's livelihoods with promoting consumption, adhering to a dual approach of 'policy + activities', deeply implementing special actions to boost consumption, fully promoting consumption and expanding domestic demand.' In terms of commodity consumption, traditional consumption is evolving from scarcity to high quality, increasingly leaning towards new and superior options, with more green and smart products entering people's lives. Service consumption, especially experiential consumption, is experiencing strong growth; from 2022 to 2025, China's service retail sales grew at an average annual rate of 10.4%.[21]

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