

China Retail & E-commerce Weekly Update



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I. Sector Review

Internet & E-commerce

Sales of East Buy's 'Beijing Tour' livestreaming event exceeds 60 million yuan on the first day

East Buy (东方甄选) recently concluded its 'Beijing Tour' livestreaming event. On the first day of the event, 24 September, sales of Beijing specialty products exceeded 60 million yuan. Sesame sauce and 'Erba sauce' (a mixture of peanut and sesame sauce) were the best-selling products that day, with over 30,000 units sold. In addition, name brand specialties such as foot bath products, yoghurt, five-spice chicken, fried chop rice cake, brown sugar sesame sauce rolls, and Quanjude (全聚德) roast duck were also very popular, with single-day sales exceeding 10,000 units.¹

ByteDance achieves profitability as its operating profit reaches US\$6 billion in 1Q23

ByteDance (字节跳动) recently shared a rare insight into its finances, revealing that the company recorded a US\$6 billion operating profit in the first quarter of 2023. The profit marks a turnaround for ByteDance since 2021, when the company had an operating loss of US\$7 billion. Its revenue jumped by more than 38% yoy in 2022 to US\$85.2 billion. However, as the company's revenue expands, its revenue growth has slowed from the previous year, when its revenue climbed by almost 80% yoy. The company generated upward of US\$20 billion in operating profit last year.²

Meituan's service retail consumption up by 153% during National Day holiday compared with 2019

Meituan (美团) released its consumption data for the National Day 'Golden Week' period, which shows that the average daily service retail consumption nationwide increased by 153% compared with the same period in 2019, signifying the most prosperous National Day in five years. Shanghai, Beijing, Chengdu, Chongqing and Shenzhen rank among the top five cities in the country in terms of consumption scale. National catering dine-in consumption increased by 254% compared with the same period in 2019.³

Home Appliances & Home Improvement

Suning Yijia Select opens its 100th store

On the weekend of the Mid-Autumn Festival and National Day, Suning Yijia Select (苏宁易购易家甄选店) recently welcomed the grand opening of its 100th store at Datang Plaza in Fujian. The landmark opening of the 100th store marks a new era of brand expansion for Suning Yijia Select.⁴

II. Market Overview

First three days of National Day holiday see over 342 billion yuan in tourism revenue

According to the Ministry of Culture and Tourism, in the first three days of this year's Mid-Autumn Festival and National Day holiday (29 September – 1 October), a total of 395 million domestic tourism trips were made across the country, a year-on-year increase of 75.8%. Domestic tourism revenue was 342.24 billion yuan, a year-on-year increase of 125.3%. According to the Ministry of Commerce, key commercial districts were booming in the first three days of the holiday. The passenger flow of national demonstration pedestrian streets increased by 87% yoy, and the passenger flow of key commercial districts in 36 large and medium-sized cities increased by 132.1% yoy. Moreover, over the first four days of the holiday, the average daily offshore duty-free sales in Hainan exceeded 150 million yuan.⁵

References (in Chinese)

¹ 《东方甄选“北京行”开播首日特产销售超过 6000 万元》，2023 年 9 月 30 日，电商报
<https://www.163.com/tech/article/IFGA0B9O00097U7R.html>

² 《字节跳动实现扭亏为盈，2023 年第一财季运营利润近 60 亿美元》，2023 年 10 月 3 日，凤凰网科技
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³ 《美团“十一”服务零售消费规模较 2019 年增长 153%》，2023 年 10 月 5 日，新浪财经网
<https://finance.sina.cn/2023-10-05/detail-imzpzxmm8655061.d.html>

⁴ 《苏宁易家甄选店第 100 家店开业》，2023 年 9 月 30 日，电商报
<https://www.dsb.cn/news-flash/125468.html>

⁵ 《假期前三天，3.95 亿人次出游，旅游收入 3422.4 亿元》，2023 年 10 月 4 日，联商网
<http://www.linkshop.com/news/2023509727.shtml>

Fung Business Intelligence

Fung Business Intelligence collects, analyses and interprets global market data on sourcing, supply chains, distribution, retail and technology.

Headquartered in Hong Kong, it leverages unique relationships and information networks to monitor, research and report on these global issues with a particular focus on business trends and developments in China. Fung Business Intelligence makes its data, impartial analysis and specialist knowledge available to businesses, scholars and governments through regular research reports and business publications.

As the knowledge bank and think tank for the Fung Group, a Hong Kong-based multinational corporation, Fung Business Intelligence also provides expertise, advice and consulting services to the Group and its business partners on issues related to doing business in China, ranging from market entry and company structure, to tax, licensing and other regulatory matters.

Fung Business Intelligence was established in the year 2000.

Fung Group

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