

China Retail & E-commerce Weekly Update



I. Sector Review..... 2

Internet & E-commerce 2
 Meituan: Local life service consumption increases by 36% during the 2024 CNY holiday as rural market drives growth..... 2

Home Appliances & Consumer Electronics..... 2
 Suning.com: Valentine’s Day sales of trendy digital products up by over 70% yoy 2

References (in Chinese) 3

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I. Sector Review

Internet & E-commerce

Meituan: Local life service consumption increases by 36% during the 2024 CNY holiday as rural market drives growth

Meituan (美团) recently published its consumer insights for the 2024 Chinese New Year holiday, which showed that the average daily consumption of local life services during the holiday period increased by 36% yoy – an increase of over 155% compared with 2019. Consumption in fourth-tier cities and lower showed the fastest year-on-year growth, and the rural market has recovered well, becoming a new growth driver of the holiday economy. As consumers return home for family gatherings and travel to celebrate the Chinese New Year, personalized consumption needs such as small-town holiday experiences and night tours in scenic spots have led to rising consumption expanding into more rural areas.¹

Home Appliances & Consumer Electronics

Suning.com: Valentine's Day sales of trendy digital products up by over 70% yoy

This year's Chinese New Year holiday coincided with Valentine's Day, and the 'romantic economy' has boosted the sales of digital gifts. According to Suning.com (苏宁易购), sales of mobile phones, computers, smart watches, game consoles and other trendy digital products increased by more than 70% yoy as gift orders increased significantly. Suning.com continued to operate during the holiday period, partnering with instant retail platforms such as Meituan (美团) to provide 'buy now, deliver now' services.²

References (in Chinese)

¹ 《美团：2024年春节假期生活服务业消费增长36% 下沉市场成新引擎》，2024年2月15日，证券时报网

<https://www.stcn.com/article/detail/1120927.html>

² 《苏宁易购：情人节数码潮玩产品销售同比增长超70%》，2024年2月15日，电商报

<https://www.dsb.cn/news-flash/135009.html>

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

Fung Holdings (1937) Limited, a privately-held business entity headquartered in Hong Kong, is the major shareholder of the Fung Group of companies, whose core businesses operate across the entire global supply chain for consumer goods including sourcing, logistics, distribution and retail. The Fung Group comprises over 26,000 people working in more than 40 economies worldwide. We have a rich history and heritage in export trading and global supply chain management that dates back to 1906 and traces the story of how Hong Kong and the Pearl River Delta emerged as one of the world's foremost manufacturing and trading regions. We are focused on both creating the Supply Chain of the Future to help brands and retailers navigate the digital economy as well as creating new opportunities, product categories and market expansion for brands on a global scale.

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