

China Retail & E-commerce Weekly Update



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I. Sector Review

Internet & E-commerce

JD MALL opens Shanghai Qibao store, reaching 30 stores nationwide

On 12 June, JD MALL (京东 MALL) opened a new store in the Qibao business district of Minhang, Shanghai. As the first JD MALL in Shanghai and a flagship, benchmark-setting complex for immersive home appliances and home furnishings technology experiences, the store will further enhance JD MALL's business presence across tier-1 cities like Beijing, Guangzhou, and Shenzhen. It also completes a strategic coverage of high-tier cities within China. As of this year's JD 618 shopping festival, there are a total of 30 JD MALL stores across the country. The first JD MALL store in Hong Kong has also opened recently.¹

JD.com's pet express service expands to 10 more cities including Tianjin and Langfang

On 15 June, JD Logistics (京东物流) announced that its dedicated pet express service, "Jingchongda" has expanded its coverage with 10 additional cities: Tianjin, Langfang, Changzhou, Shaoxing, Jiaxing, Dongguan, Zhongshan, Zhuhai, Foshan, and Qingyuan. With this expansion, "Jingchongda" pet express services, which began in Shenyang and Anshan, have now expanded to cover more than 20 cities nationwide, offering cross-city pet deliveries with the promise of next-day delivery. Pet merchants can utilize this service by either joining into JD.com's e-commerce platform or logging into JD Logistics' merchant workbench. "Jingchongda" runs under a fully self-operated model, with all dedicated truck drivers and pet caretakers hired directly by JD Logistics. For delivery, it uses a "pet driver + pet caretaker" two-person team approach, strictly adhering to the standard of 100% doorstep delivery.²

Henan's first JD Mall expected to open in October

Construction of the Zhengzhou JD Mall Super Experience Store has entered its final stage. This store is JD.com's (京东) first JD Mall in Henan Province and is expected to open to the public in October this year. Fan Xiaojie, Deputy Store Manager of User Operations at the Zhengzhou JD Mall, stated that the store spans over 40,000 sqm across three floors. It will bring together over 200 well-known global brands, feature over 30 immersive themed experience zones, and sell millions of JD.com's self-operated online SKUs across all channels, realizing one-stop online and offline shopping.³

Vipshop's final 618 flash sale starts at 8:00 PM on 15 June

Vipshop's (唯品会) final "618 Mid-Year Sale" extravaganza began at 8:00 PM on 15 June. From 8:00 PM on 15 June to 10:00 AM on 22 June, Vipshop launched a limited "hot deals" campaign lasting 158 hours. Tens of thousands of hot-selling items were priced at less than 85% of their everyday prices. In addition, the 24-hour "instant-snipe" deal returned, combining extreme value-for-money with highly popular flash bargains, so shoppers could fully experience "ultra-low prices on big-brand goods". During the "final 618 extravaganza," Vipshop also introduced "Mid-Year Big Savings", offering additional discounts on many hot-selling items on top of their previous lowest promotional prices. Beyond the limited-time flash deals, Vipshop also rolled out activities such as "Vipshop Hotspots" and the "Mid-Year Brand Gala", among others.⁴

Xianyu's door-to-door recycling service launches in 50 cities nationwide with one-hour service now available

On 16 June, Xianyu (闲鱼) officially launched its door-to-door recycling service in 50 cities across China, covering major first-, second-, and third-tier cities. Users can access the "Recycling" section on the Xianyu app homepage, click to schedule an appraisal, and a professional quality inspection engineer will arrive at their location free of charge within one hour to inspect the device and list it for auction. The highest bidder nationwide wins within three minutes, and payment is made on the spot after the transaction. The entire process is convenient and transparent from on-site inspection to payment receipt, taking as little as 10 minutes.⁵

Taobao Flash works with catering partners to expand quality takeout delivery business

Taobao Flash (淘宝闪购) recently announced that it is launching a nationwide recruitment programme for service providers this summer, alongside the rollout of a special incentive framework. As the summer peak in takeout delivery consumption approaches, the platform aims to use financial incentives and systematic operational support to continue strengthening the supply of quality takeout options, accelerating the online transformation of quality catering and restaurant merchants. According to the announcement, this policy is open for the recruitment of service providers nationwide, covering cities such as Changsha, Chengdu, Chongqing, Zhengzhou, and Zibo. It comes with a dedicated incentive mechanism designed to encourage ecosystem partners to expand their roster of high-quality food service merchants and improve the capability to deliver branded and featured cuisine offerings. From now until 31 July 2026, for newly registered merchants on the platform, Taobao Flash will settle service fees with the service providers on a monthly basis based on the number of accumulated effective orders, with the amount reaching up to a maximum of "400 yuan per store".⁶

Taobao launches in-app “AI video calling” feature to check prices

The Taobao (淘宝) app has launched an “AI video calling” feature. The feature is an upgraded new shopping assistant service built on top of Taobao’s photo search function, allowing users to dial an AI video call and check prices while they shop. This feature’s entry point is located within Taobao’s app under “Scan”. Users can chat with the AI assistant using voice dialogue mode. In the call interface, they can click the camera/photo button to upload the item they want to search for in real time. The AI assistant will immediately capture product details, find identical or similar items on the platform, and display online prices, price differences across different stores, and recent promotional activities, allowing side-by-side price comparisons without leaving the call page.⁷

JD.com opens 23 new offline stores during 618 shopping festival

JD.com’s (京东) offline business saw a significant expansion during the 2026 618 shopping festival. JD Mall and JD City Flagship Stores opened 23 new large stores in 22 cities across China, adding over 300,000 sqm of retail space, providing consumers with a one-stop shopping experience for home appliances, furniture, and consumer electronics products. Among these, JD Mall opened its first store in Hong Kong in Wan Chai, as well as its first store in Shanghai in the Qibao business district, bringing the total number of JD Malls nationwide to over 30. JD City Flagship Stores opened 20 new stores in multiple prefecture-level cities including Handan, Yichang, Yancheng, Jinjiang, and Yiyang, bringing the total number of stores nationwide to over 180.⁸

JD.com’s “Billion-Yuan Subsidies” renamed to “Super Subsidies”

JD.com (京东) recently renamed the homepage entry “Billion-Yuan Subsidies × National Subsidies” to “Super Subsidies × National Subsidies”. The name change came after the Beijing Municipal Administration for Market Regulation held talks with five platform companies. On 11 June, the regulator released a report on cutthroat competition issues, stating that “Billion-Yuan Subsidies are not truly billion-yuan”. It noted that some platforms did not clearly specify the actual subsidy amounts, subsidy periods, and the funding split between the platform and merchants, and they were unable to provide supporting proof. Industry analysts suggest that this renaming may drive the sector to standardize promotional language, helping “Billion-Yuan Subsidies” move away from a mere marketing concept to a commitment of substantive fulfillment.⁹

Supermarkets & Hypermarkets

Yonghui Superstores' first "Healthy Lifestyle Store" opens in Chongqing

Yonghui Superstores' (永辉超市) store located in Chongqing Guoze Life Square reopened on 13 June after renovation and reconfiguration. It is the first reopening of Yonghui Superstores in Chongqing following the industry-first rollout of its "10 Healthy Lifestyle Scenarios". Positioned around a healthy lifestyle, the store integrates Yonghui's nationwide renovation achievements. It aims to become the nation's first "all-health" concept store that is "fitness-capable, nutrition-literate, and warm in spirit". The store reconstructs product and service experiences through these healthy lifestyle scenarios. Yonghui hopes to establish itself a core touchpoint for national healthy living.¹⁰

Miscellaneous

Pop Mart to open dessert brand POP BAKERY's first store

On 19 June, the first store of Pop Mart's (泡泡玛特) dessert brand POP BAKERY opened at the seaside at Aranya in Qinhuangdao. The flagship store offers a comprehensive dessert experience, covering categories such as baked breads, cakes, and beverages. The store hosted a soft opening on 17 June, drawing many consumers with crowds filling the storefront. "The dessert business originally came out of incubation within our themed park business (Pop Land) and is full of new possibilities. We hope to use the dessert business to unlock new avenues for IP engagement," said a spokesperson at Pop Mart.¹¹

II. Market Overview

CCFA's Top 100 Chain Brands 2026: Walmart ranks first, Freshippo second

On 15 June, the China Chain Store & Franchise Association (CCFA) released *China's Top 100 Chain Brands 2026*, based on the results of its 2025 industry survey. Walmart China reported sales of 195.86 billion yuan in 2025, maintaining double-digit growth and securing the top spot for the third consecutive year in the rankings. Freshippo and Busyming Group (鸣鸣很忙) ranked second and third respectively. The combined sales of the top 10 companies totalled 842.79 billion yuan, accounting for 40.7% of the total sales of the companies on the list. The total number of stores was 94,788, representing 32.8% of the store count for the 100 companies. Wanchen Group and JD Five Star Appliances (京东五星电器) entered the top 10 for the first time. There were 20 companies with sales exceeding 30 billion yuan, down by four from the previous year. 50 companies had sales exceeding RMB 10 billion, up by three from last year.¹²

NBS: Retail sales of consumer goods up by 1.4% yoy from January to May 2026

According to the National Bureau of Statistics (NBS), in January to May 2026, China's total retail sales of consumer goods were 206.031 trillion yuan, up 1.4% yoy. In May alone, total retail sales of consumer goods were 41.090 trillion yuan, down 0.6% yoy. By consumption type, retail sales of goods in Jan–May were 182.543 trillion yuan, up 1.2% yoy, while catering revenue was 23.488 trillion yuan, up 3.1% yoy. In May, retail sales of goods were 36.485 trillion yuan, down 0.7% yoy, and catering revenue was 4.605 trillion yuan, up 0.6% yoy. From January to May, nationwide online retail sales of goods and services totalled 83.177 trillion yuan, up 5.9% yoy, including online retail sales of physical goods of 52.718 trillion, up 5.0% yoy.¹³

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