HKUST LI & FUNG
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China Retail & E-commerce Weekly Update

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I. Sector Review

Internet & E-commerce

Taobao Hong Kong launches new returns service

Taobao (淘宝) Hong Kong recently announced the launch of its new returns service in the Hong Kong market. After users purchase eligible products, they can enjoy a reduction of 16 yuan in return shipping fees for the first 1 kg through Cainiao service points (菜鸟驿站). Furthermore, from March, Taobao Hong Kong has resumed SF Express' (顺丰) door-to-door delivery service, providing users with another delivery option and further improving Taobao's logistics and delivery efficiency in Hong Kong. When shopping, users can select 'SF Express Consolidation' as the delivery method and consolidate the orders after the goods are delivered to the consolidation warehouse. The package will be delivered as soon as the next day.[1]

Douyin Life Service announces support plans for small and medium-sized businesses

Douyin Life Service (抖音生活服务) recently announced a series of support plans for small and medium-sized businesses, including resource subsidies, commission reductions, and free training. The platform has launched four major initiatives for small and medium-sized businesses in Northern China, including task subsidies, traffic tools, livestream support, and zero-commission agency operations for service providers, totalling over 10 million yuan of subsidies over the next year. For small and medium-sized businesses in Southern China, it will provide hundreds of million yuan in traffic subsidies and million yuan in product subsidies. In Central China, it will implement an incubation programme for the small and medium sized businesses, where the platform selects high-quality service providers and provides store operations, short videos, livestreams and other services for small and medium-sized businesses.[2]

JD.com's 2024 net revenue reaches 1.159 trillion yuan as net income increases by 71.1% yoy

JD.com (京东) recently announced its financial results for the fourth quarter and full year of 2024. In 2024, JD.com's net revenue reached 1.159 trillion yuan, a 6.8% yoy increase. Net income attributable to ordinary shareholders increased by 71.1% yoy to 41.4 billion yuan for the full year of 2024. In the fourth quarter of 2024, the company's net revenue was 347 billion yuan, a 13.4% yoy increase. Net income attributable to ordinary shareholders was 9.9 billion yuan in the quarter, a significant increase of 190.8% yoy. According to JD.com's chief financial officer Su Shan, in the fourth quarter of 2024, the company's growth momentum was broadly distributed across multiple categories and revenue streams, reflecting overall consumption recovery and the company's expanding market share.[3]

Retail Logistics

JD Logistics launches self-operated moving service

JD Logistics (京东物流) recently launched its self-operated moving service called JD Moving, promising ‘no user efforts, no price increase, and no damage’ for consumers. The service employs an in-house team with standardized processes and digital tools to offer a worry-free ‘butler-style’ moving service. It is currently available in Beijing and surrounding areas and will gradually expand to cities such as Shanghai and Guangzhou in the future. JD Moving leverages an on-site survey and assessment to determine items to be moved and a pre-planned route. On the moving day, a female storage organizer is responsible for categorizing and packing the items, while movers are responsible for loading, unloading and transportation according to standardized processes. A service supervisor monitors progress in real time and coordinates the whole process, ensuring that customers do not need to participate in the moving process at all.[4]

JD Logistics’ revenue up by 9.7% yoy to 182.8 billion yuan in 2024

JD Logistics (京东物流) recently released its financial results for last year. In 2024, the company’s revenue grew 9.7% yoy to 182.8 billion yuan, with external customers supplying 127.8 billion yuan – a 9.6% yoy increase and about 70% of its total revenue. The company served over 80,000 external integrated supply chain customers in the year. In 2024, JD Logistics’ adjusted net profit reached 7.9 billion yuan, a year-on-year increase of 186.8%. In the fourth quarter, JD Logistics’ revenue rose 10.4% yoy to 52.1 billion yuan. By the end of last year, JD Logistics operated a network of over 100 warehouses for its international business with an aggregate gross floor area of over one million sqm. Its overseas warehouse network now covers 19 countries and regions; the company plans to double the area of its overseas warehouses this year.[5]

Supermarkets & Hypermarkets

Freshippo to open nearly 100 supermarket stores this year

Freshippo (盒马) will continue to focus on the expansion of its supermarket format, as the company will open nearly 100 Freshippo Supermarket stores this year, including locations in dozens of new cities. Freshippo CEO Yan Xiaolei revealed in an internal letter at the end of 2024 that the company focuses on two core formats, Freshippo Supermarket and Freshippo NB; the first replicates the company’s currently successful model, while the latter hopes to achieve an optimized model, in order to achieve up to 100 billion yuan in annual sales. Last year, Freshippo achieved double-digit growth through nine consecutive months of overall profitability, entered 21 new cities and opened 72 stores. The company also achieved a record-breaking performance during the 2025 Chinese New Year Festival.[6]

Apparel

ANTA Group establishes new apparel company in Xiamen

ANTA Group (安踏集团) officially registered Xiamen Anmu Fashion Apparel Co., Ltd (厦门安慕时尚服饰) on 3 March 2025, with a registered capital of 200 million yuan. The new company's business scope covers retail/wholesale of apparel and accessories, sales of sporting goods and equipment, sales of electronic products, e-commerce and imports and exports, building a diversified business matrix of 'sports + fashion'. Note that the company is based in Xiamen, which is an innovation hub in the domestic fashion industry with a mature supply chain system and a young consumer group that is highly consistent with ANTA's 'sports fashion' strategy.[7]

Adidas China's revenue returns to double digit growth in 2024

Adidas recently announced its fourth quarter and full year financial results for 2024. In the fourth quarter of 2024, as one of Adidas' most important markets, Greater China's performance has achieved 'quality growth' for seven consecutive quarters, and its full-year revenue has returned to double-digit year-on-year growth. For the fourth quarter, revenue increased by 16.1% yoy to 794 million euros; full year revenue was 3.459 billion euros, up 10.3% yoy. According to Adidas China's Managing Director Adrian Siu, the company will continue to focus on its 'In China, For China' strategy, deepen localization efforts, and drive growth through sports performance and sports fashion, ensuring that every aspect of business, from products and services to sports culture, better meets the needs of Chinese athletes and consumers.[8]

Food & Beverage

Haidilao incubates baking brand with first store in Hangzhou

A 'SHUA BAKERY' shop appeared to be under construction at Hangzhou's West Lake Intime Department Store recently, with the words 'Haidilao's baking brand' and 'the first store in China' written on the fencing. This follows Haidilao's 'Red Pomegranate Plan', launched in August 2024, which aims to incubate and develop new catering brands while promoting innovation in catering services. At present, Haidilao has incubated multiple projects, including YEAH QING BBQ (焰请烤肉铺子), Huoyanguan Barbecue (火焰官), HiChicken (小嗨爱炸), Xiaohai Huoguo (小嗨火锅), Brother Miao Dry Pot (苗师兄鱼虾锅), etc., covering barbecue, hotpot, Chinese fast food and other categories.[9]

Domino’s China: 300-350 new stores expected in 2025

Domino’s China recently clarified that the recently announced store closures in Japan and other markets are unrelated to the Chinese market, and Domino’s China will continue to expand its store network in the future. The company said, ‘Our store count continues to expand, as 240 new stores were opened in the past year. By the end of 2024, there were 1,008 stores in 39 cities in the Chinese mainland. The company has achieved same-store sales growth for 29 consecutive quarters. In the future, we will continue to expand our stores, with around 300 to 350 new stores to be opened in both 2025 and 2026.’.[10]

Subway China increases registered capital and plans to open 300-500 stores each year

Subway Catering Management (Shanghai) Co., Ltd recently increased its registered capital from 250 million yuan to 320 million yuan. The company was established in 2014. Its business scope includes catering management, takeaway and delivery services, and commercial prepaid card sales, etc. Zhu Fuqiang, CEO of Subway China, has stated that the company plans to open 300 to 500 stores each year in the future. On 22 October 2024, Subway’s 4,000th store in the Asia-Pacific region opened on North Sichuan Road in Shanghai. The company operated over 700 locations in China (including more than 200 directly-operated stores).[11]

Mixue gets listed on HKEX; New-style tea industry boosts revenue for express companies

Mixue Group (蜜雪冰城) was recently listed on the Hong Kong Stock Exchange (HKEX). It is the second new-style tea company listed on the HKEX in 2025 after Good Me (古茗) got listed in February. So far, four companies in the new-style tea industry have been listed on the HKEX, the other two being Naixue (奈雪的茶) and ChaPanda (茶百道). The booming new-style tea industry has also boosted the revenue of express companies. For example, SF Intracity (顺丰同城), which has partnered with many beverage brands including Luckin Coffee (瑞幸咖啡), Heytea (喜茶), Chagee (霸王茶姬) in addition to the four brands mentioned above, reported a 60% yoy increase in tea delivery revenue in the first half of 2024.[12]

Home Appliances & Consumer Electronics

Suning.com launches service points for national trade-in programme in 13 cities

In response to the national subsidy policy for consumer goods trade-in, since the first quarter of 2025, Suning.com (苏宁易购) has launched service points in 13 cities across the country, including Nanjing, Hefei, Suzhou, Tianjin, Shanghai, Chengdu, Jinan, Wuhan, Harbin, Chongqing, Lanzhou, Changchun, and Wuxi. Suning.com will continue to expand these service points across first- and second-tier cities nationwide, including more than 50,000 local squares and communities, making the trade-in service more accessible for consumers.[13]

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