China Retail & E-commerce Weekly Update

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I. Sector Review

Internet & E-commerce

Tmall 618 promotions: Transaction value of subsidized product categories up by 283% compared to last year's 11.11

The brand landscape of Tmall (天猫) 618 event has shifted, driven by both government subsidies and promotion activities. As of 26 May, the total transaction value for product categories covered by government subsidies during the first phase of Tmall 618 promotions, including home appliances and home improvement, and mobile phones and digital products, increased by 283% compared to last year's Double 11 period. Forty brands including Midea (美的), Haier (海尔), Ecovacs (科沃斯) and Yeswood (源氏木语) achieved transaction value exceeding 100 million yuan. This drove double-digit year-over-year growth in overall transaction value for home appliances, home furnishing, home improvement, and consumer electronics and digital products, with over 3,000 brands doubling their transaction value year-over-year, highlighting a wave of strong consumption.[1]

JD.com 618 opening: Transaction value, order quantity, and number of ordering users all up by 200% yoy

JD.com officially launched its 618 promotions on 30 May. JD.com enhanced its subsidy efforts for the 618 promotions, with simple and direct discounts earning positive responses from consumers. In the first hour of the opening event, JD.com's transaction value, order quantity, and number of ordering users all increased over 200% yoy, with over 20,000 brands achieving transaction value that tripled year-on-year or more. The upsurge in electrical appliance categories continued – in the first hour, electrical appliance categories' transaction value increased over 380% yoy, with brands like Apple, Xiaomi (小米), Midea (美的), Huawei (华为) and Haier (海尔) quickly breaking 100 million yuan in transaction value. Over 500 home appliance and home furnishing brands achieved transaction value that grew more than 10 times year-on-year, while China's top ten smart home appliance and home furnishing brands achieved transaction value that grew more than five times year-on-year.[2]

Taobao and Tmall's 618 apparel transaction share exceeds 50%

In the first phase of 618 sales, Taobao and Tmall's (淘宝天猫) apparel transaction value accounted for 50.4% of all platform's transaction value, ranking first by a wide margin, while the market share of Douyin (抖音) and JD.com (京东) was 28.9% and 3.5% respectively. According to previous reports, Tmall's apparel sales showed strong growth during the 618 pre-sale period. From 16-26 May, multiple brands including Uniqlo, UR, and Beneunder (蕉下灯) achieved transaction value exceeding 100 million yuan, nearly 345 brands broke 10 million yuan in transaction value, and nearly 3,090 brands broke one million yuan in transaction value. Additionally, 1,088 brands achieved year-over-year transaction growth exceeding 500%.[3]

Meituan Instashopping: Over 800 brand merchants and retailers double their transaction value during first phase of 618

Meituan Instashopping (美团闪购) recently released consumer data insights on the first phase of its 618 promotion period. The data show that from 28 May to 1 June, over 50 categories of products – including mobile phones, athletic shoes and apparel, computers, smart devices, small home appliances, major appliances, eye care products, and men's cosmetics – at least doubled their transaction value compared with last year. Among them, smart devices grew over eight times, computers grew over three times, and athletic shoes and apparel, eye care products, and men's cosmetics all grew over two times. Children's products, outdoor travel, and other holiday-related products saw doubled sales. Over 800 brand merchants and retailers across various categories such as electronics and home appliances, sporting goods, beauty and skincare, maternal and infant formula, children's toys, and supermarkets (including Huawei (华为), Xiaomi (小米), Decathlon (迪卡侬), Okii (小天才), Lego, Wumart Stores (物美超市) and Waima Wine Delivery (歪马送酒)) achieved 100% growth in transaction value.[4]

Taobao and Tmall launch own logistics brand

Taobao and Tmall Group (淘宝天猫) recently revamped its logistics offerings, launching the high-quality logistics service brand 'Express Door-to-Door' during Tmall 618 promotions. It is currently partnering with SF Express (顺丰) as the courier partner and inviting select merchants to begin beta testing. The logistics service will prominently display the exclusive 'Express Door-to-Door' brand logo when next-day delivery is available via SF Express. Additionally, all merchants who choose delivery by SF Express will display banners such as 'SF Express Free Shipping, Door-to-Door Delivery' in order to improve brand recognition.[5]

Department Stores & Shopping Malls

Largest JD MALL opens for Dragon Boat Festival

On 31 May, Beijing's first JD MALL (京东 MALL) – located on the Third Ring Road South – officially opened in the Dahongmen commercial district of Fengtai District. As the largest JD MALL by area, this store incorporates century-old Beijing culture with modern trendy technology and lifestyles. Within its 78,000 sqm space, it employs 'immersive experience + full category coverage + scenario-based services' to create a one-stop trendy cultural shopping landmark for home appliances, home furnishing, and consumer electronics products.[6]

Supermarkets & Hypermarkets

7Fresh's 618 event: Online orders increase by 150% in first 72 hours

7Fresh (七鲜), a supermarket chain under JD.com (京东), achieved a 150% growth in online orders during the 72-hour opening period (from 30 May to 1 June) of its 618 event, including omnichannel sales. During the period, overall sales of zongzi (rice dumpling) category increased by more than four times year-on-year. Other Dragon Boat Festival-related traditional products also saw strong sales on the platform. Among them, mugwort wreaths sales grew 150% mom, and Dragon Boat Festival ornaments sales increased nearly 140% mom; sales of individual items like durian and lychee nearly doubled month-on-month.[7]

Yonghui opens integrated 'Agriculture Support + Culture and Tourism' store in Guangzhou

Yonghui Superstores' (永辉超市) second store in Guangzhou and first Pangdonglai (胖东来)-inspired renovated store in Huadu District officially opened on 30 May at the Sunac Mall. As Yonghui's first nationwide culture and tourism-based Pangdonglai-inspired renovation project, this store has integrated new models such as direct agricultural sourcing, cultural and tourism scenarios, and specialty product zones. It has combined innovative paths for deep integration development of 'supermarket + agriculture support + culture and tourism.' Throughout the 2025 lychee season, Yonghui Superstores is expected to purchase over 5,000 tons of Guangdong lychees, helping seasonal agricultural products reach broader markets through over 640 stores nationwide.[8]

Pangdonglai's 2025 sales revenue exceeds 10 billion yuan

Sales data from Pangdonglai Group (胖东来集团) show that as of 2 June 2025, the group's total sales revenue for this year already reached 10.176 billion yuan, with supermarket sales exceeding 5.5 billion yuan. According to previous reports, Pangdonglai founder Yu Donglai publicly stated on 28 March that the company's net profit margin is 5%, and sales in the first three months of 2025 could potentially reach 6.2 billion yuan. Currently, Pangdonglai has a total of 13 stores in Xuchang and Xinxiang, including five comprehensive department stores, seven medium-sized community supermarkets, and one specialized store for clothing and footwear.[9]

Retail Logistics

SF Express and Xtep collaborates on logistics digital transformation

SF Express (顺丰) and Xtep (特步) recently held a strategic cooperation signing ceremony at Xtep Innovation Centre, officially launching their partnership in logistics, supply chain and intelligent collaborative innovation. This partnership will focus on automated warehouses, with future extensions and explorations covering globalization and green and low-carbon operations. SF Express will leverage technologies such as intelligent warehousing, dynamic route planning, and AI order allocation to provide Xtep with full-chain logistics solutions, improving delivery efficiency and shortening response times for returns and exchanges. Meanwhile, the two parties will explore green logistics models such as multimodal transportation and recyclable packaging to jointly develop low-carbon benchmarks for the industry.[10]

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