

## NEWSLETTER

### E-COMMERCE

23 February – 1 March 2026



#### **China's online transactions rise during Spring Festival holiday**

China processed 39.3 billion online transactions worth 13.12 trillion yuan (about 1.9 trillion U.S. dollars) during the Feb. 15–23 Spring Festival holiday, central bank data showed. Average daily transaction volume rose 37.45 percent year on year, while value increased 19.26 percent. Inbound traveler payments surged 78.1 percent in volume and 44.33 percent in value. **(Xinhua)**

#### **Guangdong cross-border e-commerce expands 55-fold in a decade**

Guangdong's cross-border e-commerce trade rose from 11.3 billion yuan (about 1.6 billion USD) in 2015 to 623 billion yuan (about 86.5 billion USD) in 2025, a 55-fold increase with an average annual growth of 49.3 percent. The province accounts for over one-third of China's total and hosts 50% of sellers. New measures include efficiency upgrades, bonded e-commerce expansion, and overseas warehouse development. **(China News)**

#### **JD.com founder announces \$6.9 billion yacht investment amid cross-industry expansion**

Liu Qiangdong, founder of JD.com, announced a personal investment of 5 billion yuan (about 690 million USD) to launch yacht brand Sea Expandary, aiming to produce yachts priced at 100,000 yuan (about 13,800 USD). China's yacht manufacturing output was 12.8 billion yuan (about 1.8 billion USD) in 2024. JD.com has also entered sectors including autos, food delivery, smartphones, and tourism. **(The Paper)**

#### **TikTok shop GMV forecast to reach \$87 billion in 2026**

A Flywheel report projects TikTok Shop's gross merchandise value (GMV, Gross Merchandise Value) will reach 87 billion USD in 2026, up 56 percent year-on-year. By 2030, ByteDance is expected to hold 14.6 percent of global e-commerce sales, driving 1 trillion USD in revenue. Amazon may lead with 1.1 trillion USD in sales. In 2025, TikTok Shop's U.S. sales are forecast to exceed 15 billion USD. **(Cailianpress)**

#### **China tightens rules on recalls of cross-border e-commerce food imports**

China's market regulators issued rules requiring cross-border e-commerce firms to recall imported foods and agricultural products with safety risks, appoint a domestic partner to manage recalls, and report to authorities. Platforms must suspend non-compliant sellers. In 2025, China imported 18.48 trillion yuan (about 2.57 trillion USD) in goods, including nearly 1.5 trillion yuan (about 208 billion USD) of agricultural products. **(National Business Daily)**