ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

E-COMMERCE
13 - 19 July 2026

China's E-Commerce Logistics Index Rises in June
China's e-commerce logistics index rose to 111.4 in June, up 0.4 points from May, driven by peak-season consumer demand, according to the China Federation of Logistics and Purchasing (CFLP). Total business volume and rural logistics both improved, while service indicators, including delivery efficiency and customer satisfaction, also strengthened, reflecting enhanced logistics capacity nationwide. **(Guandian)**

Temu Ranks Among Switzerland's Top Online Retailers
Chinese cross-border e-commerce platform Temu has become one of Switzerland's five largest online retailers, reaching an estimated CHF 1 billion (about USD 1.25 billion) in sales in 2025, according to consultancy Carpathia. The company attributed its rapid growth to localized services, including local payment options and expanded support for Swiss merchants through domestic fulfillment. **(Ebrun)**

Meituan Expands Omnichannel Grocery Retail
Meituan, a leading Chinese on-demand delivery platform, is expanding its offline grocery business through Xiaoxiang Supermarket and discount chain Happy Monkey. Xiaoxiang plans 20 new stores in 2026, while Happy Monkey has expanded beyond 40 outlets. The strategy strengthens Meituan's online-offline retail integration and competition in China's instant retail and grocery e-commerce market. **(DSB)**

Chinese E-Commerce Platforms Cut EU Advertising
According to Smarter Ecommerce (SMEC), a European e-commerce marketing analytics company, Chinese cross-border e-commerce platforms have reduced advertising in Europe following the European Union (EU)'s new import fee. Temu's Google Shopping visibility has halved, while SHEIN has nearly withdrawn from bidding to reduce risks linked to the new customs charges. **(Ebrun)**

Cainiao Refocuses on Cross-Border Logistics
Cainiao, Alibaba's logistics arm, has transferred its domestic supply chain business to Alibaba's e-commerce group while remaining an independent entity. The company will focus on international logistics and logistics technology, supported by an expanding overseas warehouse network. The restructuring aims to strengthen coordination with Alibaba's e-commerce operations and enhance cross-border logistics capabilities. **(Finance.sina)**