

NEWSLETTER**E-COMMERCE****8 - 14 December 2025****AI rapidly seeping into all areas of e-commerce**

AI is rapidly expanding across China's e-commerce sector, reshaping R&D, supply chains, marketing and operations. Platforms like Taobao, Tmall, PDD and JD use AI for recommendations, trend analysis and digital-human livestreaming, including 4.2 billion chatbot inquiries. Experts say AI boosts efficiency, lowers merchant costs and enhances consumer experience, supporting China's "AI Plus" initiative. (**China Daily**)

Cross-border e-commerce drives China's trade growth

China's cross-border e-commerce continues to surge, with Yiwu's annual import orders exceeding 1 billion and national cross-border trade reaching 2.06 trillion yuan (about 285 billion USD) in the first three quarters, up 6.4%. Customs innovations, new logistics channels, and supportive policies are lowering barriers and boosting growth in foreign trade. (**People's Daily**)

Hainan's Cross border e-commerce Accelerates Toward Southeast Asia as Port Closure Nears

Hainan's cross border e-commerce sector gains momentum as the free trade port nears customs closure, creating opportunities for firms targeting Southeast Asia. Haikou and other cities launch livestreaming centers and foreign presenter programs. Support includes a one billion yuan fund (about 140 million US dollars), over ten billion yuan financing, tax incentives, logistics facilitation, and expanded regional air links. (**Chinanews**)

China's content e-commerce drives global Black Friday sales surge

China's products surged globally during Black Friday as content driven e-commerce reshaped competition. Adobe Analytics reported 11.8 billion US dollars in US online sales, up about 5.8% to 9.3%. TikTok Shop became the key driver, with its US market generating over 500 million US dollars gross merchandise value in four days. Across eight major markets, over 6000 items saw explosive sales. (**The Paper**)

China's e-commerce logistics index holds strong growth in November

China's e-commerce logistics index was 113.1 in November, unchanged from October. Total business volume slipped to 132.4, with all major regions declining. Rural business volume fell to 130.4. Efficiency improved during "Double 11" as delivery capacity increased, raising timeliness and fulfillment. Inventory turnover rose and costs fell for a sixth straight month, showing stronger supply capability. (**Securities Daily**)