ITALIAN TRADE AGENCY

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NEWSLETTER

E-COMMERCE
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Guangzhou Cross-Border e-commerce Fair Draws Strong Industry Participation
The 2026 China (Guangzhou) Cross-Border E-Commerce Fair was held from June 16 to 18, highlighting digital trade and overseas market expansion. The event featured more than 50 e-commerce platforms, over 1,000 supply chain companies and an exhibition area exceeding 50,000 square meters, up 24.6% year on year. Attendance was expected to surpass 60,000 professional visitors. (**China News**)

Payment Failures Cost Global e-commerce 11% of Sales
As Chinese retailers expand overseas through major shopping events such as "618", payment failures remain a key challenge. Industry data showed failed payments account for 11% of lost global e-commerce sales, while 72% of merchants report higher payment failure rates in cross-border transactions. Localized payment solutions are increasingly important for improving conversion rates and supporting international expansion. (**21st Century Business Herald**)

China's e-commerce Logistics Index Extends Gains in May
China's e-commerce logistics index rose to 111.0 in May, up 0.4 points from April. Total e-commerce logistics volume and rural e-commerce logistics volume both increased by more than 20% year on year, supported by holiday spending, trade-in programs and preparations for the "618" shopping festival. Logistics costs also eased as operating efficiency improved. (**CCTV**)

SHEIN Expands European Logistics Network with Dublin Facility
SHEIN opened a new logistics facility in Dublin, Ireland, bringing warehousing and office operations under direct management and creating 30 jobs. The move supports the company's European fulfillment expansion strategy. SHEIN has also expanded logistics operations in Poland and the UK, and reported serving more than 100 million consumers across Europe as of May 2026. (**Ebrun**)

China's Fresh e-commerce Sector Sees Mixed Fortunes in 2025
China's fresh e-commerce market reached 842.6 billion yuan (US$117.2 billion) in 2025, up 14.4% year on year, while user numbers grew 3.3% to 596 million. The sector recorded 10 financing deals worth about 310 million yuan (US$43.1 million), but five companies shut down as competition shifted toward efficiency, profitability and supply-chain strength. (**100EC**)