ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

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AliExpress Opens Platform to Australian Local Sellers
AliExpress has launched a "Local-to-Local" model in Australia, allowing domestic merchants to sell directly on the platform while managing their own inventory and order fulfillment. The move expands AliExpress' localization strategy and enables Australian businesses to reach local consumers without cross-border logistics, as the company seeks to strengthen its presence in the country's growing e-commerce market. (**Ebrun**)

Top 1% of TikTok Shop US Sellers Generate 60% of GMV
The top 1% of sellers on TikTok Shop's U.S. (United States) marketplace account for about 60% of gross merchandise value (GMV), highlighting a highly concentrated seller ecosystem, according to Marketplace Pulse. The study found that fewer than 900 top-performing merchants dominate sales, while the bottom half of sellers contribute only around 0.1% of total GMV. (**Ebrun**)

Xiaohongshu Said to Prepare Confidential Hong Kong IPO Filing
Chinese social media and e-commerce platform Xiaohongshu is reportedly planning to confidentially file for a Hong Kong initial public offering by the end of June. The company was valued at about $31 billion (220 billion yuan) in secondary market transactions last year and has attracted major investors, though it has not publicly commented on the reported listing plan. (**DSB**)

JD.com Deploys Robots Across Retail Stores
JD.com has introduced robots to customer-facing roles at JD MALL stores in China, including greeting visitors, guiding shoppers, restocking shelves and providing product information. The move reflects the company’s broader push into embodied AI and robotics, supported by its proprietary models and data infrastructure, as it seeks to improve retail efficiency and expand its robotics ecosystem. (**DSB**)

ByteDance Expands China Infrastructure Push With New Unit
ByteDance has established a new Beijing-based subsidiary with registered capital of 1.6 billion yuan (about $223 million), marking its third “Changshi” entity launched within a year. The move highlights the company’s growing investment in China’s AI and infrastructure ecosystem, including research campuses, data centers and healthcare projects, as competition for computing power intensifies. (**DSB**)