ITALIAN TRADE AGENCY

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NEWSLETTER

E-COMMERCE
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E-commerce, Technology Transform Guangxi's Mango Industry
E-commerce, mechanization and food processing are driving the upgrade of Guangxi's mango sector. By end-2025, cultivation reached 1.22 million mu with output of 1.26 million tonnes, benefiting over 200,000 households. Processed mango exports hit 70 million yuan ($9.8 million) last year, with officials forecasting 30% annual growth over the next five years. **(Xinhua)**

China Seeks Public Input on E-commerce Law Revision
China's market regulator and commerce ministry on July 4 released a draft revision of the E-commerce Law for public consultation. The proposal expands coverage to new forms of online commerce and gig workers, strengthens coordinated regulation, and introduces tiered penalties, including fines of up to 5% of annual revenue for particularly serious violations. **(China News)**

China’s 618 Shopping Festival Sees Weak Growth
China’s 618 online shopping festival posted weak growth as cautious spending and tighter regulation curbed demand. Total gross merchandise value reached 863.6 billion yuan ($127.5 billion), up marginally from 855.6 billion yuan ($126.3 billion) a year earlier. Alibaba’s Tmall remained the top platform by sales during the campaign, followed by JD.com and Douyin. **(Radio France Internationale)**

Sports Consumption Surges on Douyin E-commerce
Sports-related spending on Douyin E-commerce continued to expand, with transaction value rising 38% year on year over the past year. Since the start of the 2026 World Cup viewing season, sales of football-related products jumped 113%, while the number of active merchants and products grew 88% and 80%, respectively, reflecting strong demand for sports and lifestyle consumption. **(DSB)**

France Moves to Curb Ultra-Fast Fashion Platforms
France's parliament has approved a bill targeting ultra-fast fashion retailers, proposing fines of up to 6 euros ($7.1) per item, rising to 10 euros ($11.8) by 2030. The legislation would also ban advertising and influencer promotions by affected companies, reflecting growing European scrutiny of low-cost cross-border e-commerce platforms. **(Ebrun)**