

NEWSLETTER

E-COMMERCE

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China releases guidelines to promote high-quality e-commerce development

China issued guidelines to boost high-quality e-commerce growth, emphasizing digital–real economy integration, SME (small and medium-sized enterprises) and rural support, industrial digitalization, and cross-border and Silk Road e-commerce. Measures include clearer platform duties, stronger regulation, better financial services, data use, and talent training, with coordinated implementation. (Xinhua)

Guangxi cross-border e-commerce with ASEAN grows rapidly

In the first two months of 2026, Guangxi's cross-border e-commerce trade with ASEAN neared RMB 10 billion (about USD 1.4 billion), up 40%. Its 2025 volume exceeded RMB 60 billion (about USD 8.5 billion). Guangxi built 10 training bases, trained 14,000 talents, and its China–ASEAN fruit platform reached RMB 18 billion (about USD 2.6 billion) in the reporting period. (Finance.sina)

Tibet's E-commerce sales exceed 28 billion yuan in 2025

In 2025, Tibet's online retail sales surpassed 280 billion yuan (around \$40.5 billion), showing a nearly 20% year-on-year increase. E-commerce has significantly boosted local economies, enabling the sale of regional products like yak meat and barley across China. The government's supportive policies and improved logistics infrastructure have been key to driving this growth, contributing to rural revitalization. (XZXW)

Douyin's Qingming consumer data: group buy sales up 54% YoY

Douyin's Qingming holiday consumption data reveals a 54% year-on-year increase in group buy sales. The "Spring Color Walk" topic surpassed 750 million views. Restaurant group buy sales grew by over 42%, leisure and entertainment by 76%, and travel and accommodation by 38%, with a 54% increase compared to pre-holiday sales. Multiple consumption sectors, including dining, lodging, and retail, saw significant growth. (DSB)

TikTok to invest €1 billion in new data center in Finland

On April 8, TikTok announced a €1 billion investment in a new data center in Lahti, Finland, marking the second €1 billion data center project in the country. The project, part of TikTok's €12 billion "Project Clover," aims to store and protect data for over 200 million European users and will be completed by the end of 2026. The investment will stimulate regional economic growth, create jobs, and support the local digital ecosystem. (DSB)