

NEWSLETTER

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Alibaba spotlights useful AI at expo

Alibaba highlighted AI-driven tools at the China International Consumer Products Expo in Hainan (13-18 April), aiming to enhance e-commerce and manufacturing. Its platforms use AI to improve product discovery, assist factories and automate operations. Supported by policies promoting digital integration, the initiative leverages China's vast consumer data and supply chains to scale AI applications in real-world commerce. **(China Daily)**

AI-powered retail driving consumption

AI-powered retail is reshaping China's consumption, with final consumption contributing 52% to economic growth in 2025. About 65% of consumers now rely on AI for product decisions. AI tools cut merchant workloads by 30% and boosted conversions by 81%. China's AI-driven e-commerce market is expected to exceed 800 billion yuan (117 billion USD) in 2026. **(China Daily)**

Global e-commerce shipments up 22% in Q1 2026, Europe drives growth

Global e-commerce shipments rose 22% year on year in Q1 2026, with Gross Merchandise Value exceeding 5 billion euros. Growth was driven by Europe, where countries like Germany, Belgium and the Netherlands saw double-digit increases, while US-bound shipments declined. Demand shifted toward toys, pet supplies, home goods and sports equipment, rising 25% to 52%, while next-day delivery became the preferred option. **(Ebrun)**

Brand GMV up over 40% as AliExpress launches "Brand+" global expansion plan

AliExpress reported that brand GMV grew over 40% in the past year, with more than 300 brands achieving over 200% growth. In 2026, the platform aims to help 2,000 Chinese brands double overseas scale. The "Brand+" program integrates marketing and logistics, with operations across 27 countries and same-day or next-day delivery in key markets. **(Securities Times)**

TikTok Shop to expand into Poland, Netherlands and Belgium

TikTok Shop is preparing to launch in Poland, the Netherlands and Belgium, according to recent job postings, accelerating its European expansion. The platform has already operated in six European countries, including the UK, France and Germany. Seller systems for the new markets are ready but not yet live, while TikTok aims for "responsible and sustainable" e-commerce growth across Europe. **(DSB)**