

NEWSLETTER

E-COMMERCE

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Yunnan issues measures to boost e-commerce high-quality development

Yunnan has issued measures with 10 departments to promote high-quality e-commerce development, outlining seven key tasks under a policy, entity, activity and industrial belt framework. It targets over 20,000 new online shops and 100 new regulated e-commerce firms annually. Within three years, it aims to build a 100 billion yuan (about 14.6 billion US dollars) e-commerce industrial belt cluster. (**Finance.sina**)

Ozon lowers entry barriers for Chinese sellers in Russia's e-commerce boom

Russia's Ozon platform is reducing entry barriers for Chinese sellers by introducing zero-deposit policies to expand product supply. Chinese sellers now account for over 20 percent of active merchants. Driven by strong demand for shoes, apparel, home goods and electronics, Russia has become a key growth market for Chinese cross-border e-commerce amid global competition and regulatory pressure. (**Beijing Business Today**)

China expands financial support as cross-border e-commerce enters "precision growth" phase

China's Export-Import Bank issued over 300 billion yuan (about 41.5 billion US dollars) in foreign trade loans in Q1 2026, with strong support for cross-border e-commerce and overseas warehouses. The sector reached 2.75 trillion yuan in 2025 and is shifting from rapid expansion to refined, brand-driven and supply-chain-focused growth amid rising global competition. (**Huanqiu**)

Latin America emerges as key cross-border e-commerce growth engine

Latin America is emerging as a major cross-border e-commerce market with 650 million population and 5.49 trillion USD GDP. Platforms like Mercado Libre report strong growth, attracting over 100,000 Chinese seller applications. The region's young, digital consumers and expanding logistics and payments infrastructure are driving rapid online retail expansion and new opportunities for China exporters in 2026 market growth surge. (**Ebrun**)

Temu regains top spot in Poland e-commerce market

Temu regained Poland's e-commerce lead in March 2026 with 19.1 million users, surpassing Allegro's 18.5 million, according to Mediapanel. Its market coverage reached 63.96%, slightly above Allegro's 62.04%. Chinese platforms continue to have a strong presence in top rankings, reflecting intense competition and shifting monthly leadership between the two platforms. (**Ebrun**)