

## NEWSLETTER

### E-COMMERCE

18 - 24 May 2026



#### **SHOPLINE and Alibaba's Accio Work Expand AI Tools for Cross-Border E-Commerce**

SHOPLINE, a cross-border e-commerce SaaS platform, partnered with Alibaba's AI platform Accio Work to launch AI tools for overseas sellers. The new system supports store building, product operations and development through AI agents. SHOPLINE said AI-channel traffic and visitors rose 675% and 775% year-on-year respectively, while AI-driven GMV contribution remained limited at 0.0682%. (**Hebei Youth Daily**)

#### **China's publishers battle surge in online pirated books**

China's publishers are struggling against a wave of online pirated books as e-commerce channels now account for nearly 90% of book sales. Liu Zhenyun's new novel saw over 3,300 piracy links within five months of release. Authorities recently uncovered a counterfeit-book network involving 110 online stores and more than 6 million illegal copies worth over 100 million yuan (\$13.9 million). (**Guangming Daily**)

#### **Douyin e-commerce sees strong start to 618 Shopping Festival**

Douyin E-Commerce reported strong momentum during the first three days of its 2026 "618" campaign. The number of brands with sales exceeding 100 million yuan (\$13.9 million) jumped 89% year on year, while livestreams generating over 10 million yuan (\$1.39 million) rose 116%. More than 1 million new creators joined the campaign, supported by subsidies and discount programs. (**Guandian**)

#### **China's e-commerce giants turn 618 into AI battleground**

China's top e-commerce platforms are using the 2026 "618" shopping festival to showcase AI strategies. Alibaba is integrating its Qwen AI assistant into Taobao shopping, JD.com is deploying AI in logistics and livestreaming, while Douyin is expanding AI-powered self-operated stores. Analysts say competition is shifting from discounts toward efficiency, trust and AI-driven consumer engagement. (**The Paper**)

#### **Temu becomes world's second-most visited e-commerce site**

Temu has become the world's second-most visited e-commerce website, according to We Are Social's traffic report for December 2025 to February 2026. Temu.com recorded 366 million unique visitors and 1.34 billion monthly visits, ranking behind Amazon.com's 2.7 billion monthly visits. AliExpress ranked third, highlighting the growing global influence of Chinese-backed e-commerce platforms. (**Ebrun**)