ITA Beijing Office

NEWSLETTER

E-COMMERCE
13 - 19 October 2025

China's cross-border e-commerce rises 6.4% in first three quarters
China's cross-border e-commerce trade reached 2.06 trillion yuan (about $283 billion) in the first three quarters of 2025, up 6.4% year-on-year. Exports totaled 1.63 trillion yuan ($224 billion), up 6.6%, while imports rose 5.9% to 425.5 billion yuan ($58.6 billion). Guangdong emerged as a key hub for both export supply and import consumption, driving growth in China's cross-border e-commerce sector. (**Nanfang Daily**)

EU fee stalemate spurs national moves to charge e-commerce parcels
As the EU delays adopting a unified fee on low-value parcels, several European nations are moving to impose their own handling charges on cross-border packages from platforms like Shein, Temu, and Alibaba. France, Germany, and the Netherlands plan per-parcel fees of a few euros, while Romania has already introduced a €5 charge. The fragmented approach risks market distortion and higher consumer costs. (**Ebrun**)

Germany probes Temu over alleged price controls on third-party sellers
Germany has launched an antitrust investigation into Temu's European operator, Whaleco Technology Limited, over suspected restrictions on third-party sellers' pricing freedom. The probe follows a complaint by Germany's retail association alleging Temu capped seller prices at 85% of other platforms' listings. Officials say such practices could distort competition and raise consumer prices. Temu said it complies with local laws. (**Ebrun**)

E-commerce giants launch early double 11 amid on-demand retail boom
China's 2025 Double 11 shopping season started early as major e-commerce platforms extend timelines, simplify rules, and adopt AI to boost efficiency. On-demand retail has emerged as a key growth driver, with companies expanding local delivery networks to offset slowing traffic. Analysts say instant retail could become e-commerce's next trillion-yuan market, reshaping competition among major players. (**Securities Times**)

China's e-commerce logistics index hits new yearly high in September
China's e-commerce logistics index rose to 112.7 in September, up 0.4 points from August, marking a new yearly high, according to the China Federation of Logistics and Purchasing. The total business volume index climbed 1.1 points to 132.5. Except for the eastern region, all areas saw growth, with central China posting the largest increase of 3.5 points. (**China News**)