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NEWSLETTER

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China online retail sales reach 112.830 billion yuan in first nine months
From January to September, China’s total online retail sales reached 112,830 billion yuan ($15,400 billion), up 9.8% year-on-year. Physical goods online sales were 91,528 billion yuan ($12,500 billion), rising 6.5% and accounting for 25% of total retail. Among these, food grew 15.1%, apparel 2.8%, and household items 5.7%, reflecting uneven recovery across categories. (**National Bureau of Statistics**)

Douyin e-commerce releases first phase Double 11 data
From October 9 to 19, 2025, over 41,000 merchants on Douyin achieved live stream sales up 500% year-on-year. Merchants with sales exceeding 100 million yuan ($13.6 million) rose 900% year-on-year, while products surpassing 100 million yuan ($13.6 million) in sales grew 240% year-on-year. More than 100,000 products saw live stream sales increase 300% year-on-year, showing strong growth in Douyin e-commerce. (**Finance.sina**)

Henan bonded zone cross border e commerce trade soars 39%
From January to September 2025, Henan Bonded Logistics Park recorded cross-border e-commerce trade of 222.81 billion yuan ($30.4 billion), up 39.75% year-on-year, with 73.71 million orders, up 40.67%. Imports reached 97.45 billion yuan ($13.3 billion), up 61.85%, while exports were 125.36 billion yuan ($17.1 billion), up 26.34%, reflecting strong growth across inbound and outbound e-commerce. (**Dahe Fortune Clube**)

Mexico embraces e-commerce boom driven by Chinese sellers
Mexico’s e-commerce market is rapidly expanding amid rising Chinese participation. In 2024, online sales reached 658.3 billion pesos (about $37.5 billion), up 24.6% year-on-year. With TikTok Shop connecting local festivals such as Día de los Muertos and Buen Fin, Chinese cross-border merchants are boosting Mexico’s online retail surge and shaping its festive digital economy. (**Ebrun**)

Taobao Flash Shopping averages 80 million daily orders as Alibaba boosts Q4 investment
Taobao Flash Shopping, a key part of Alibaba’s instant retail push, now records about 80 million daily orders and 300 million monthly buyers. August data show it drove Taobao’s daily active users up 20% and monthly users up 25% year on year. Alibaba plans greater fourth-quarter investment in on-demand delivery and retail integration to sustain ecosystem-wide growth. (**Hexun**)