

## NEWSLETTER

### E-COMMERCE 12 - 18 January 2026



#### **China tightens regulation of livestreaming e-commerce, online trading platforms**

China has issued new regulations to strengthen oversight of livestreaming e-commerce and online trading platforms. The rules ban false advertising, commercial defamation and illegal sales, while restricting unreasonable fees, data-driven price discrimination and unilateral contract changes. Platforms are encouraged to conduct compliance reviews and release reports to protect market order and consumer rights. **(Xinhua)**

#### **China's "832 Platform" hits 60 billion yuan in cumulative transactions**

As of the end of 2025, China's "832 Platform," an e-commerce network for agricultural products from poverty-alleviated areas, has surpassed 60 billion yuan (about \$8.3 billion) in cumulative transactions. The platform offers 440,000 products, over 60% processed, and supports 130,000 certified items and nearly 500,000 registered buyers, driving income growth for over 100,000 rural households. **(DSB)**

#### **Pinduoduo tests "Billion-Yuan Supermarket" for retail expansion**

Pinduoduo is piloting its "Billion-Yuan Supermarket" within the app, leveraging its subsidy system with time-limited coupons and low-price deals. Covering groceries, snacks, dairy, and mother-baby products, the platform targets high-frequency, high-repurchase categories to boost user engagement, retention, and cross-category spending, marking Pinduoduo's strategic expansion within online supermarket retail. **(Finance.sina)**

#### **China expands oversight of livestreaming e-commerce, including digital avatars**

China has tightened regulation of livestreaming e-commerce, bringing AI-generated "digital human" hosts under supervision. New rules require platforms to manage traffic, penalize violations and label AI-generated content. Official data show over 452,000 livestreaming e-commerce firms nationwide, with more than 155,000 newly registered in 2025, led by Guangdong with about 65,000 companies. **(Huanqiu.com)**

#### **TikTok Shop GMV nears USD 100 billion in 2025, fastest global growth**

TikTok Shop recorded growth in 2025, with annual GMV (Gross Merchandise Value) nearing USD 100 billion, ranking fifth globally among major e-commerce platforms. Active consumers exceeded 400 million across 17 markets. Q4 GMV topped USD 25 billion, while December sales surpassed Shopee overseas. U.S. GMV grew 108% year on year, Europe over 100%, and emerging markets Brazil and Japan expanded 25-fold and 20-fold. **(Ebrun)**