

## NEWSLETTER

### E-COMMERCE

19 - 25 January 2026



#### **China remains world's largest online retail market for 13th straight year**

China has remained the world's largest online retail market for a 13th consecutive year, with digital consumption exceeding 23.8 trillion yuan (USD 3.39 trillion), official data showed. The e-commerce sector employs over 78 million people and has driven express delivery volumes to grow nearly 20 percent annually over the past five years, reinforcing its role in economic growth, industrial upgrading and international cooperation. **(Xinhua)**

#### **Temu matches Amazon in global cross-border e-commerce share**

According to IPC (International Post Corporation), Temu's global cross-border e-commerce share reached 24% in 2025, matching Amazon, together accounting for nearly half of the market by order count. Temu's European growth slowed, with users reaching 115.7 million. Cross-border logistics improved, with over 50% of orders delivered in 2–7 days, while consumers increasingly value transparent pricing and fees. **(Ebrun)**

#### **Henan bonded logistics zone sees cross-border e-commerce surge in 2025**

Henan Bonded Logistics Park recorded cross-border e-commerce imports and exports of 262.29 billion yuan (about \$36.6 billion) in 2025, up 10.24% year on year. Exports reached 131.49 billion yuan (\$18.4 billion), while imports totaled 130.80 billion yuan (\$18.3 billion). Total order volume rose 22.99% to 94.52 million, supported by expanded air, rail and road logistics networks. **(DSB)**

#### **China releases cross-border e-commerce blue book as Shenzhen tops 1 trillion yuan in 2025**

China's 2025 Cross-Border E-commerce Industry Blue Book shows national cross-border trade reached 2.75 trillion yuan (about \$383 billion), up 69.7% from 2020. Shenzhen's online cross-border e-commerce transactions exceeded 1 trillion yuan (about \$139 billion), cementing its role as a national hub. Globally, the market hit \$551.2 billion in 2025 and is forecast to grow at a 15.44% CAGR (Compound Annual Growth Rate) through 2034. **(Shenzhen Special Zone Daily)**

#### **TikTok Shop Southeast Asia GMV doubles**

TikTok Shop's Southeast Asia cross-border GMV (Gross Merchandise Value) doubled in 2025, with daily GMV up 90% and major promotions surging 123–270%. High-growth categories—computers, beauty devices, maternal & child, health products—reflect rising demand for quality and branded goods. The platform's full-chain ecosystem, including influencer support, next-day delivery, and marketing coordination, fueled growth. **(Finance.sina)**