

NEWSLETTER

E-COMMERCE

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China's online retail market shows strong resilience in 2025

China remained the world's largest online retail market in 2025 for the 13th consecutive year, with online sales of physical goods rising by 5.2%, contributing 36.2% to total retail growth. Strong gains in digital products, services and rural e-commerce highlight policy support, infrastructure strength and sustained momentum in China's digital economy, despite global uncertainties today. **(Securities Daily)**

China's cross-border e-commerce embraces "AI+global expansion"

In 2025, China's cross-border e-commerce trade reached 2.75 trillion yuan (\$377 billion), up 69.7% from 2020. Companies increasingly use AI for product selection, market analysis, and content creation, boosting efficiency and lowering entry barriers for new sellers. Tools like Chengdu's "Seller Genie" have served over 1.7 million domestic and overseas merchants, reshaping the sector's decision-making and operations. **(China News)**

Yinchuan's openness reaches new level with booming cross-border e-commerce

Yinchuan, a key Belt and Road hub, saw its cross-border e-commerce transactions exceed 120 billion yuan (about 17 billion U.S. dollars) in 2025, local officials said. Expanding logistics networks, international exhibitions and multimodal transport links have strengthened the city's role as a western gateway for China's opening-up drive in northwest China. **(China New)**

Yanji e-commerce sales hit new high, leading Jilin for seven years

In 2025, Yanji's online retail sales reached 138.46 billion yuan (USD 19.5 billion), up 12.18 percent year on year and ranking first among Jilin's counties for the seventh straight year. Live streaming, smart warehouses and local specialty platforms drove growth, with agricultural products and food boosting nationwide distribution and strengthening the city's digital economy through innovation and supply-chain integration. **(The Paper)**

AI reshapes China New Year shopping rewriting e-commerce logic

China's 2026 New Year shopping sees AI driving efficiency over price wars. Major platforms deploy AI across marketing, supply chains and logistics, boosting precision and speed. 88VIP users contributed nearly 50% of food sales, while JD's AI-powered fulfillment supports same-day delivery. Small merchants gain efficiency but face risks from AI errors, highlighting the need to balance technology with human judgment. **(The Beijing News)**