

NEWSLETTER

E-COMMERCE

2 - 8 February 2026



AI anchors included in live-stream e-commerce regulation

From February 1, China's new live-streaming e-commerce rules include AI-generated anchors. Digital human hosts must be clearly labeled and continuously disclose their artificial nature. The rules prevent AI misuse in spreading false information, ensures transparency, and promotes responsible, standardized application of AI technology in live-streaming e-commerce, safeguarding consumer trust and industry credibility. **(Xinhua News)**

Shandong to optimize overseas warehouses, build northern cross-border e-commerce hub

Shandong plans to deepen its "cross-border e-commerce plus industrial clusters" program in 2026, optimize the layout of overseas warehouses and build a northern China cross-border e-commerce hub. In 2025, the province added 121 overseas warehouses. Exports to non-U.S. markets rose 8.4%, with "new three items" exports up 37% and service trade over 7%. China-Europe freight train services exceeded 14,000 trips. **(Ebrun)**

Shaanxi fruit online sales rank second nationwide

Shaanxi's fruit online retail sales reached 24.83 billion yuan (about \$3.49 billion) in 2025, ranking second nationwide and rising 7.48 percent year on year. Apples and kiwifruit led growth, while livestreaming and cross-border e-commerce gained momentum. Online channels accounted for over 20 percent of total fruit consumption, highlighting expanding digital demand. **(Shaanxi Daily)**

Kuaishou fine signals new era of live-streaming e-commerce regulation

China fined a Kuaishou subsidiary 26.7 million yuan (USD 3.7 million) in January for seven violations, marking one of the largest penalties in live-streaming e-commerce. The case coincided with new rules effective February 1, shifting regulation from reactive enforcement to proactive governance, strengthening platform responsibility, risk prevention, and compliance across the entire live-commerce ecosystem. **(Internet Law Review)**

JD.com's European online retail platform Joybuy to launch in March

JD.com said its Europe-focused online retail platform Joybuy will officially launch in March. The announcement followed a strategic cooperation agreement with the China-Britain Business Council to support UK brands entering China. During its pilot phase, Joybuy achieved same-day and next-day delivery in several UK cities, backed by JD.com's supply chain and expanding JoyExpress logistics network. **(DSB)**