

## NEWSLETTER

**E-COMMERCE**  
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### **Pinduoduo introduces premium packaging standards to enhance consumer protection**

Pinduoduo will launch a Premium Packaging service on June 14, requiring participating merchants to meet standardized packaging requirements at their own expense. Merchants that fail to comply may be required to pay RMB 30 (about USD 4.2) per order in compensation. The measure aims to reduce shipping damage, improve customer satisfaction and raise service standards across the e-commerce platform. **(Ebrun)**

### **Xiamen hosts major cross-border e-commerce expo**

The sixth China (Xiamen) International Cross-Border E-Commerce Expo opened on June 8 (6-10 June), bringing together nearly 1,000 manufacturers, more than 30 global e-commerce platforms and buyers from 20 countries and regions. The event highlights China's efforts to support export-oriented brands, strengthen cross-border trade networks and expand global market access for domestic products. **(Fujian Daily)**

### **Southeast Asia e-commerce economy releases new growth momentum**

Southeast Asia's e-commerce GMV reached \$157.6 billion in 2025 (about \$157.6 billion), up 22.8%, and is projected to hit \$410 billion (about \$410 billion) by 2030. Growth is driven by livestream commerce and branding upgrades, with platforms such as TikTok Shop—backed by Chinese tech—playing a key role. Chinese firms also support logistics, payments and AI tools, helping accelerate regional digital transformation. **(People's Daily)**

### **Industrial products gain momentum in cross-border e-commerce**

Industrial products are becoming a new growth driver in China's cross-border e-commerce sector. According to eBay, Chinese sellers' industrial goods sales rose 83% in 2025. Backed by a manufacturing sector accounting for nearly 30% of global output, Chinese companies are expanding overseas through online channels. The global B2B e-commerce market is projected to reach USD 25 trillion by 2027. **(China.com)**

### **TikTok Shop accelerates global expansion of fully managed business**

TikTok Shop's fully managed business continues to expand globally. In May, sales in the U.S. market doubled year-on-year, while business in the UK and four EU countries grew 71%. The platform has recently added eight new European markets, bringing its fully managed service network to 16 countries and enabling merchants to reach multiple overseas markets through a single inventory system. **(Ebrun)**