

NEWSLETTER

E-COMMERCE

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Douyin E-Commerce Growth Slows Amid Shift Toward Shelf-Based Retail

Douyin E-Commerce's gross merchandise value (GMV) growth slowed to nearly 20% year on year in the first half of 2026, while 618 sales grew about 19%. As traffic growth moderates, the platform is strengthening shelf-based e-commerce and exploring artificial intelligence (AI) integration. Its strategy highlights intensifying competition and the challenge of sustaining growth in China's mature e-commerce market. **(36Kr)**

China's E-Commerce Logistics Demand Remains Robust

China's e-commerce logistics index stood at 111.2 points in July, down 0.2 points month on month, according to the China Federation of Logistics and Purchasing. Despite seasonal adjustments following the end of major promotional campaigns, total e-commerce logistics business volume and rural logistics activity both maintained year-on-year growth of over 20%, indicating resilient demand. **(Guandian)**

Redshop Launches Overseas E-Commerce Service Across Nine Markets

Xiaohongshu's overseas e-commerce platform Redshop officially launched in July, covering nine key markets including the United States, United Kingdom, Australia, Singapore and Malaysia. The platform offers direct shipping without overseas warehousing, AI-powered translation, low commissions and initial traffic support. Redshop remains in its testing phase, with Xiaohongshu currently inviting selected Chinese merchants to join. **(DSB)**

North China Industrial Clusters Accelerate Cross-Border E-Commerce Expansion

North China's cross-border e-commerce is entering a brand-led growth phase, supported by strong manufacturing bases, logistics networks and policy support. Platform sales in Shandong, a major regional market, have grown by over 10% annually, with 22,000 companies generating new exports in 2025. A new initiative aims to develop 500 export-oriented brands across 10 industrial clusters. **(China News)**

China's E-Commerce Business Registrations Maintain Strong Growth

China's e-commerce sector continued expanding in 2026, with 569,900 related businesses registered in the first seven months, up 17% year-on-year. By August 11, 4.2 million e-commerce businesses were active nationwide, while e-commerce logistics maintained over 20% year-on-year growth in both total and rural business volumes in July. **(CaiZhongShe)**