ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

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2025 "Double 11" shopping festival sees China handling record-high parcel volume
China’s postal and express sector handled a record 13.94 billion parcels between Oct. 21 and Nov. 11, with daily volumes averaging 634 million and peaking at 777 million. Multiple measures were introduced to keep operations smooth and efficient during the “Double 11” shopping period. Since its launch in 2009, the festival has continued to drive strong consumer spending across China. (**Xinhua**)

JD.com reports 2025 third-quarter results
JD.com posted revenue of 299.1 billion yuan ($42 billion) in Q3 2025, up 14.9% year-on-year, with service revenue jumping 30.8% to a record 24.4% share. Core retail categories outperformed the market, while new services rose 214%. The company said annual active users surpassed 700 million in October, supported by supply chain upgrades and broader technology deployment. (**Finance.sina**)

Tencent Q3 e-commerce momentum surges on WeChat shops, video accounts
Tencent posted Q3 2025 revenue of 192.87 billion yuan ($27.2 billion) and non-IFRS (Non-International Financial Reporting Standards) net profit of 72.57 billion yuan ($10.2 billion). E-commerce was a key driver, with WeChat Shops’ rapidly expanding GMV boosting fintech and enterprise service fees, while Video Accounts strengthened advertising monetization through AI-enhanced marketing tools. (**Ebrun**)

Hubei cross-border e-commerce soars as customs clears over 300 million yuan in imports
During the Double 11 period, Hubei’s cross-border e-commerce surged, with Wuhan Customs processing nearly 1.4 million import parcels valued at over 300 million yuan ($42 million). Bonded warehouses cleared a wider range of beauty, health, baby and pet goods. Enhanced customs services, including 24/7 clearance and digital payment, accelerated delivery and improved the overall shopping experience for consumers. (**Science and Technology Daily**)

Double 11 shifts to integrated local and remote retail
China’s Double 11 shifted toward integrated local retail, instant delivery and AI. Platforms reported 1.1 billion users. The instant retail market is projected at 1.4 trillion yuan ($197 billion). One platform pledged 10 billion yuan ($1.41 billion) for marketing. Logistics automation cut small item handling by 6.5 million daily; automated warehouses shipped 50 million pieces with 99.99% pick accuracy, enabling minute delivery. (**The Securities Times**)