

NEWSLETTER

E-COMMERCE

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Temu Expands Global E-Commerce Footprint

Temu is accelerating global expansion, with 27 overseas sites across Europe, North America, Asia-Pacific and Latin America. Monthly sales in North America and Australia exceeded \$870 million in May, while global daily sales surpassed \$50 million. Its planned Middle East entry, alongside further expansion in Latin America and Southeast Asia, highlights growing opportunities for cross-border e-commerce. **(Ebrun)**

TikTok Europe And Latin America Revenue Surges

TikTok's revenue in the United Kingdom, Europe and Latin America rose 45.7 percent to \$9.1 billion in 2025, marking its first profit in these markets. Revenue has more than tripled since 2022, when it reached \$2.6 billion. The growth highlights TikTok's expanding monetization capabilities and strengthening position across international digital markets. **(SOHU)**

SHEIN Expands Global Fashion Retail Scale

SHEIN has entered the Hong Kong stock market with a valuation exceeding HK\$180 billion. Its revenue reached \$41.85 billion in 2025, while active customers surpassed 273 million across 160 markets. Its small-batch production and digital supply chain support rapid product turnover, while platform expansion is broadening its role from online retailer to global fashion marketplace. **(Ebrun)**

France Tightens Regulation Of Ultra-Fast Fashion

France has introduced new environmental fees targeting ultra-fast-fashion platforms such as Shein and Temu, ranging from €0.25 to €12 per item in 2026 and potentially reaching €20 by 2030. The measure adds regulatory costs to low-price, high-volume e-commerce models, while China has criticized the policy as discriminatory and warned of possible countermeasures. **(Finance.sina)**

U.S. Live Commerce Enters a High-Growth Phase

U.S. livestream commerce is expanding rapidly, with sales forecast to reach nearly \$20 billion in 2026, up 35 percent year-on-year. Originating in China, the shopping model is gaining traction in the U.S. as TikTok Shop and Whatnot accelerate adoption. The growth highlights rising demand for interactive, video-driven shopping and its integration into mainstream e-commerce. **(Ebrun)**