

NEWSLETTER

E-COMMERCE

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Douyin E-Commerce Expands Creator Ecosystem

Douyin E-Commerce added more than 4.56 million active selling creators over the past year, including 70,000 whose annual transaction value grew from zero to over 1 million yuan (about \$140,000). The platform now has over 12 million creators, 99% of whom are small and medium-sized. Daily livestreams exceed 1 million, with 85 million e-commerce content posts. **(Guandian)**

China's E-Commerce Market Expands Through Digital Consumption

China's online retail market grew 4.6% year-on-year in January-August 2026, with online goods and services sales rising 4.3% and 5.1%, respectively. Online sales of agricultural products increased 12.5%, while tourism and lifestyle services grew 23.8% and 15.6%. The Silk Road E-Commerce partnership network expanded to 38 countries, with cross-border sales of specialty products also rising rapidly. **(CCTV)**

JD.com Tops China's Private Companies by Revenue

JD.com ranked first in the 2026 China Top 500 Private Enterprises, with revenue of 1.31 trillion yuan (about \$183 billion), ahead of Alibaba. Its 2025 merchandise revenue reached about 1.02 trillion yuan (about \$143 billion), while services revenue rose 23.6% to 285.3 billion yuan (about \$40 billion), highlighting the growing contribution of service businesses. **(E-commerce Headlines)**

Poizon Expands Cross-Border E-Commerce and AI Services

Poizon serves more than 100 million monthly users, with those under 30 accounting for 70%. Its overseas direct-mail orders have grown over fourfold since launch, while toy and musical-instrument orders rose more than sevenfold. The platform has also expanded rental services to over 100 categories and introduced AI tools to help users evaluate products and make purchasing decisions. **(Ebrun)**

Temu Partners with ChannelEngine to Simplify Seller Operations

Temu has partnered with ChannelEngine to simplify operations for sellers expanding across international markets. The integration allows merchants to manage product listings, orders, inventory, pricing, logistics and returns through a single interface. Temu currently serves consumers in more than 90 markets and supports local sellers in over 35 markets, strengthening its European seller ecosystem. **(Ebrun)**