

NEWSLETTER

E-COMMERCE

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Africa Emerges as a New E-Commerce Market

Africa is attracting Chinese e-commerce businesses as young populations, urbanization and smartphone use expand demand. China's exports to Africa grew 20.9% year-on-year in January-August 2026. However, weak logistics, limited payments and fragmented customs rules remain challenges. Platforms are adapting through pickup points, cash-on-delivery and localized logistics networks. **(China Newsweek)**

European Small-Parcel Tariffs Pressure Chinese E-Commerce in France

The European Union (EU) ended duty-free treatment for imports below €150 on July 1, imposing a €3 tariff per product category. In France, Shein's website traffic fell 36% in July, while Temu's dropped over 40%. Nearly 5.9 billion small parcels entered Europe in 2025, 93% from China. The EU is also considering an additional €2 handling fee. **(RFI)**

Chinese E-Commerce Giant Meituan Shifts Instant Retail Focus to Products

Meituan, a major Chinese e-commerce and local-services platform, has launched its "Product NEXT" plan, pledging 30 billion yuan (about \$4.2 billion) in resources over three years for infrastructure, product development and marketing. The company aims to add 1 million products to each shopping district nationwide, shifting its instant-retail strategy toward product selection, supply chains and product innovation. **(E-commerce Observer)**

Jiangsu Accelerates AI Integration in E-Commerce

Jiangsu has released a 2026-2028 action plan to integrate artificial intelligence (AI) with e-commerce, covering industrial B2B, cross-border e-commerce and digital marketing. The province has already launched 163 high-quality e-commerce datasets and 166 AI agents across nine application areas and plans to develop 300 datasets and 20 specialized industrial parks by 2028. **(People's Daily)**

Online Travel Platform Tuniu Sees Strong Mid-Autumn Holiday Demand

Tuniu, a Chinese online travel platform, reported strong demand for local, regional and long-haul trips during the Mid-Autumn Festival. Domestic travel remained dominant, while the holiday combination with National Day boosted long-haul bookings. Southeast Asia and Europe were popular overseas destinations, with Italy, France, Switzerland and Germany among the most booked. **(Tuniu)**