

NEWSLETTER

E-COMMERCE

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Taobao Flash Sale Sees 291% Surge in Crab-Related Searches

Taobao Flash Sale reported a 291% month-on-month increase in searches for hairy crabs and fresh live crabs after Yangcheng Lake crabs opened for harvest on September 28. The platform partnered with Hema, Yonghui and RT-Mart to distribute the first batch nationwide across more than 350 cities. JD.com and Meituan are also expanding sourcing, warehousing and instant delivery networks. **(DSB)**

TikTok Shop UK Accounts for 65% of European GMV

TikTok Shop's UK market generated €2.63 billion in gross merchandise value (GMV) in 2025, accounting for 65% of its European total. Spain ranked second at €570 million, followed by France and Germany at about €360 million and €350 million. ECDB forecasts UK GMV could nearly double to €5 billion in 2026. TikTok Shop also launched cross-border sales trials between the UK and EU. **(AMZ123)**

Shanghai Cross-Border E-Commerce Exports Reach 106.98 Billion Yuan in First Eight Months

Shanghai Customs reported that cross-border e-commerce exports through Shanghai ports reached 106.98 billion yuan (about \$15.1 billion) in the first eight months of 2026, up 28.7% year on year, marking eight consecutive months of growth. Sea and air channels both expanded, supported by new customs procedures and digital technologies. **(Xinhua)**

SHEIN Reports 111.7% Surge in Net Profit in First Half of 2026

SHEIN posted net revenue of about \$20.1 billion in the first half of 2026, up 1% year on year, while net profit surged 111.7% to about \$2.3 billion. Orders increased 6.4% to 549 million, with active customers reaching 291 million. The platform is also expanding its marketplace and brand partnerships, providing more services to external brands. **(DSB)**

TikTok Shop U.S. Beauty Sales Reach \$228 Million in August

TikTok Shop's U.S. beauty category generated about \$228 million in sales in August 2026, equivalent to roughly 1.53 billion yuan, with sales largely stable from July. Beauty and personal care sales including livestreams, product cards and personal care products reached \$262 million, up 11.6% month on month. Traditional brands and major retailers are also expanding their presence on the platform. **(DSB)**