ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

E-COMMERCE
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EU Introduces €2 Handling Fee on Low-Value E-Commerce Parcels
The European Union introduced a €2 handling fee on parcels shipped from outside the bloc from Nov. 1, in addition to the €3 customs duty on goods valued below €150 introduced in July. Nearly 5.9 billion small parcels entered the EU in 2025, 93% from China. The measures aim to fund customs checks and address safety and counterfeiting risks. (**RFI)**

China's Double 11 Shows Diverging E-Commerce Trends
During the first half of China's Double 11 promotion, JD.com recorded over 20 million AI product sales and a 700% year-on-year increase in humanoid robot sales. Home services and offline retail also expanded, while Tmall focused on AI shopping and computing products, and Douyin leveraged AI tools for livestreaming and customer service. **(E-commerce Industry)**

AI Tokens Emerge as a New E-Commerce Product in China
Chinese e-commerce platforms are adding AI tokens as a standalone product category, with Tmall reporting a 450% increase in transaction value on Oct. 20 compared with the previous day. Providers offer discounted prepaid and subscription packages, while demand from AI content creators and businesses varies. One Beijing-based video producer spends 30,000–40,000 yuan (about $4,138–$5,517) monthly on tokens. **(Kuai Keji)**

China's Local E-Commerce Expands Through On-Demand Food Delivery
Taobao Instant Commerce reported that average orders per restaurant merchant doubled year-on-year in the first quarter of 2026, while active users grew over 150%. Over the past year, order growth in lower-tier cities exceeded that in first-tier cities by more than twofold. The platform added 250,000 county-level businesses, whose orders tripled, highlighting local merchants' expansion through on-demand e-commerce. (China E-Commerce News)

JD.com's Acquisition of Germany's Ceconomy Approved by EU
The European Commission has approved JD.com's acquisition of German electronics retailer Ceconomy under the Foreign Subsidies Regulation. The €2.2 billion deal, covering brands MediaMarkt and Saturn, has also passed foreign investment reviews in five European countries. Completion is expected within days, strengthening JD.com's European retail and omnichannel operations. **(DSB)**