

## NEWSLETTER

### E-COMMERCE

24 - 30 November 2025



#### **E-commerce sees new trend as Gen Z drives “Emotion-value” and “Joy economy”**

China's fast-paced urban lifestyle is fueling emotion-driven consumption, with over 90% of young people recognizing “emotional value” and nearly 60% willing to pay for it. A 2025 report shows 56.3% of Gen Z choose “joy-based spending,” up 16.2 points year-on-year. Popular categories range from plush toys, fragrances and stress-relief items to concerts and talk shows, with one platform reporting 100% growth in trendy-toy orders. (CCTV)

#### **JD expands foray into local services**

JD is expanding its push into local services with a standalone food delivery app and a new non-commercial review platform, JD Dianping. The company will integrate food delivery with instant retail, travel and shopping, supported by an AI ranking system. JD also launched its 7Fresh Coffee brand as it builds a broader lifestyle ecosystem beyond traditional e-commerce. (China Daily)

#### **Sam's Club sees strong growth, e-commerce surpasses 50% in China**

Walmart China's third-quarter sales reached \$6.1 billion, up 21.8 percent, with e-commerce sales up 32 percent and accounting for over half of total revenue. Sam's Club added eight stores in 12 months. The company emphasizes digital innovation, fast delivery, and AI-driven operations. Maintaining customer trust and adapting to China's competitive retail market remain crucial for ongoing growth. (Finance.sina)

#### **Temu and SHEIN see strong growth in France**

France's e-commerce market shows stable rankings, but cross-border platforms Temu and SHEIN surged in the third quarter. Temu retained third, adding over 2 million monthly visitors, while SHEIN rose to sixth with 19.5 million users. Growth is fueled by low prices, frequent promotions, and appeal to young, price-sensitive consumers, though regulators increasingly scrutinize cross-border compliance and product standards. (Ebrun)

#### **Hongqiao cross-border e-commerce surpasses RMB 10 billion in Q1–Q3**

Shanghai's Hongqiao Business District reported robust cross-border e-commerce growth in the first three quarters of 2025. Import and export orders surpassed 64 million, with a total value exceeding RMB 10 billion (\$1.39 billion), increasing 5.8 times and 4.6 times year-on-year, respectively. Over 230 e-commerce, logistics, and service firms are now registered, reflecting rapid industry consolidation. (The Paper)