

**NEWSLETTER****E-COMMERCE****29 December 2025 – 4 January 2026****Shein, Temu, AliExpress... China's e-commerce wave sweeps France in 2025**

In 2025, Chinese e-commerce giants reshape France's retail market. Shein holds 3% of apparel sales at €9 average prices, while Temu and AliExpress grow rapidly. Despite regulations, Shein opened a 740,000 m<sup>2</sup> logistics hub in Poland, creating 2,000 jobs. JD.com expands offline via Ceconomy and plans Joybuy in 2026. Platforms now impact clothing, home, and furniture, driving swift market change. (**Radio France internationale**)

**JD Logistics drones complete first overseas test flight**

On Dec. 26, JD Logistics' drones completed their first overseas test flight in Saudi Arabia, cutting a 15 km delivery from over an hour to 15 minutes. Electric VTOL (Vertical Take-Off and Landing) fixed-wing drones carry up to 10 kg and work with JoyExpress couriers in a human-machine collaboration model. JD Logistics plans to expand overseas drone services and procure 100,000 drones over five years. (**Phoenix New Media**)

**U.S. social commerce market to top \$100 bln as TikTok Shop surges**

The U.S. social commerce market is expected to exceed \$100 billion by 2026, driven by TikTok's rapid expansion, according to Emarketer. TikTok Shop recorded a 407% sales surge in 2024, just over two years after entering the market. By 2027, it is projected to account for 24.1% of U.S. social commerce, fueled by short-video and livestream shopping. (**Ebrun**)

**Zhejiang leads China in cross-border e-commerce imports in Jan–Nov 2025**

From January to November 2025, Zhejiang logged 270 million cross-border e-commerce import orders, the highest nationwide, with total value reaching 775.7 billion yuan (about 109 billion U.S. dollars), both posting double-digit growth year on year. AI-powered customs supervision, smart clearance tools and innovative declaration models have significantly improved efficiency, supporting foreign trade stability. (**People.cn**)

**“Longest-ever” Black Friday signals end of cross-border e-commerce’s wild growth**

In 2025, Chinese cross-border e-commerce reshaped global Black Friday, with Temu, TikTok Shop, and AliExpress extending sales from weeks to a month. US online Black Friday spending hit \$11.8B, up 9.1% YoY. Longer platform promotions raised costs and compliance demands for sellers, squeezing profits. Observers say the era of rapid, high-margin growth is over, signaling consolidation of China's overseas e-commerce market. (**The Paper**)