

**NEWSLETTER****E-COMMERCE**  
**5 - 11 January 2026****Russia emerges as a lucrative market for Chinese e-commerce sellers**

Over 10,000 Chinese sellers attended Ozon's fifth annual summit, highlighting Russia's growing e-commerce potential. Ozon, a leading Russian platform, now has over 200,000 Chinese sellers, with daily orders surpassing 2 million. Rapid e-commerce growth, advanced logistics, self-pickup points, and robust payment systems, position Russia and the CIS region as a lucrative market for Chinese businesses. (**Ebrun**)

**Chinese e-commerce giants cut subsidies and target new growth in 2026**

In 2025, Chinese e-commerce faced intense subsidy-driven competition as Alibaba, JD.com, Meituan, and emerging platforms fought for traffic in food delivery and instant retail. Massive investments reshaped supply chains, logistics, and AI-enabled services but pressured profitability. As platforms scale back subsidies in late 2025, the industry aims to pivot toward refined operations and explore new "blue ocean" opportunities in 2026. (**21st Century Business Herald**)

**China's Xinjiang nears full e-commerce coverage in rural areas**

E-commerce now reaches nearly all rural areas in Xinjiang Uygur Autonomous Region, supported by county-level commercial centers and township logistics stations. Coverage of township centers and village stores hit 96.56% and 98.92%. From 2021 to 2025, 255 centers were built or upgraded, backed by 548 million yuan (\$78 million) in central funding, enhancing industrial and agricultural product flows. (**Xinhua**)

**China Meituan expands e-commerce operations with Keeta launch in Bahrain**

China's Meituan said its overseas brand Keeta launched e-commerce based on-demand delivery services in Bahrain on January 6, 2026. The move follows its entry into Saudi Arabia, the United Arab Emirates, Kuwait and Qatar. Leveraging localized operations and a digital fulfillment system, Keeta aims to capture growing instant consumption demand in Gulf markets, advancing Meituan's cross-border e-commerce expansion. (**DSB**)

**China launches cross border e-commerce B2B direct export model in Dandong**

China's cross-border e-commerce B2B direct export model was launched in Dandong on December 25, 2025, after a shipment worth \$1,380.3 cleared customs. The milestone marks concrete progress for the China (Dandong) Cross-Border E-Commerce Pilot Zone, enhancing digital clearance efficiency and enabling local seafood, agricultural and light industrial products to reach Northeast Asian markets. (**China General Administration of Customs**)