ITA Beijing Office

NEWSLETTER

E-COMMERCE
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European E-commerce Market Expected to Exceed USD 1 Trillion by 2028
Europe's e-commerce market is projected to reach USD 1.1 trillion by 2029, with annual growth averaging 7.7%, surpassing USD 1 trillion as early as 2028. Growth is being driven mainly by Central and Southern Europe, while mature Western European markets are slowing. Expanding social commerce, improving digital infrastructure and continued online retail adoption are expected to support long-term market expansion. **(DSB)**

Chinese Prefabricated Houses Gain Popularity Among U.S. Buyers via E-commerce
Demand for Chinese prefabricated homes is rising in the U.S. through cross-border e-commerce. In January–June, Alibaba International's mobile home transactions increased by over 50% year on year, while China's mobile home exports reached US$2.324 billion, up 47.9%. Competitive pricing, short delivery times and social media exposure continue to drive overseas demand. **(Guangzhou Daily)**

China's E-Commerce Sales Maintain Steady Growth in First Half of 2026
In the first half of 2026, China's online retail sales of goods and services reached RMB100,715 billion (approximately USD13,988 billion), up 5.2% year on year. Online goods retail sales totaled RMB64,296 billion (approximately USD8,931 billion), increasing 4.8%. Sales of food, clothing and daily-use products grew 16.8%, 6.2% and 1.3%, respectively, while online service retail sales rose 6.0%. **(National Bureau of Statistics)**

Zhengzhou's Air Silk Road Boosts Cross-Border E-Commerce Logistics
In the first half of 2026, Zhengzhou's aviation port handled over 300,000 tonnes of import and export cargo, up 11.9% year on year. Cross-border e-commerce exports reached 126,000 tonnes, increasing 48.7%. With an average of 50 dedicated e-commerce cargo flights weekly, Zhengzhou has become a key air hub connecting Chinese products with global markets. **(People.cn)**

China's Livestream E-commerce Market Nears US E-commerce Scale
China's livestream e-commerce market reached about US$900 billion in 2025, nearly matching the size of the entire US e-commerce market, according to NIQ. Asia-Pacific accounted for about 55% of global e-commerce revenue, highlighting the region's leadership in digital retail. The report said livestream shopping, social commerce and instant retail are reshaping global retail and cross-border e-commerce. **(Business Wire)**