

## NEWSLETTER

### E-COMMERCE

3 - 9 November 2025



#### **Short dramas emerge as new front in Double 11 e-commerce battle**

In China, short dramas are emerging as powerful marketing tools amid slowing e-commerce growth. Platforms are testing “short drama + shopping” models that integrate storytelling and sales. The market for online micro-dramas is projected to reach 67.8 billion yuan (\$9.3 billion) in 2025, up 34.4 percent year-on-year, as brands seek new ways to capture consumer attention during Double 11. (**Securities Times**)

#### **Chinese e-commerce platforms expand rapidly in Southeast Asia**

Chinese e-commerce giants such as Alibaba, TikTok Shop, Shein, and Temu are rapidly expanding across Southeast Asia, now controlling about 50% of the region’s online retail market, according to Bain & Company. With strong localization, content-driven shopping, and competitive pricing, these platforms are reshaping consumer behavior and challenging global rivals like Amazon. (**DSB**)

#### **China-Europe freight train (Wuhan) launches first cross-border e-commerce route to Spain**

The first China-Europe freight train from Wuhan using the “9610” cross-border e-commerce export model departed for Madrid, Spain, carrying household goods such as racks, sofa covers and quilts. The new route complements existing “9710” and “9810” models, streamlining logistics for small parcels and helping SMEs in central China expand global sales through efficient, stable rail transport. (**Wuhan Bureau of Commerce**)

#### **Chinese e-commerce giants intensify battle for the “last mile”**

China’s major e-commerce platforms, including Taobao and Meituan, are expanding into instant retail during the Double 11 period, launching convenience store and lightning warehouse models promising 30-minute delivery. They are investing about RMB 2 billion (about \$280 million) to boost logistics and user experience. However, rising costs, fierce price wars and thin profits are challenging small warehouse operators. (**Beijing Business Today**)

#### **Temu races ahead to become the world’s no.1 e-commerce App**

Chinese e-commerce platform Temu, owned by Pinduoduo, has topped global download charts for three consecutive years, with over 1.2 billion downloads and 530 million monthly active users as of October 2025. Fueled by ultra-low prices and aggressive marketing, Temu has rapidly expanded from North America to Europe, Latin America, and Africa, solidifying its dominance in global online retail. (**DSB**)