

NEWSLETTER

E-COMMERCE

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Cross-border e-commerce expo reflects diverse trade trends

At the 2025 Hangzhou Cross-border E-commerce Expo (25-27 September), over 80% of exhibitors were factories, alongside 36 platforms and 190 service providers. Logistics firms aggressively sought clients, while factories faced surging orders but hesitated to expand amid tariff uncertainties. Some pivoted to new markets, highlighting China's evolving global trade dynamics under shifting U.S.-China tariffs. **(Ebrun)**

Ecommerce discounts drive down liquor prices worrying retailers

During China's National Day holidays, ecommerce platforms offered heavy liquor discounts, cutting prices by up to 10-15%, in some cases below wholesale rates. Retailers say profits are shrinking and demand is shifting online. Analysts warn the ongoing price war and rising online penetration, now around 20% of total liquor sales, could reshape China's alcohol market. **(China Business Network)**

Leading secondhand ecommerce platform to shut down free market service

Chinese secondhand platform Zhuanzhuan announced it will gradually close its "Free Market" peer-to-peer trading section to focus on its verified resale model, which offers authentication and consumer protection. CEO Huang Wei said the decision was difficult but necessary to curb fraud and disputes. The "Free Market" now accounts for less than 3% of the platform's total GMV. **(Finance.sina)**

Interest based ecommerce drives sustainable rural revitalization

The rise of short video and livestream technologies has fueled "interest based ecommerce," linking farmers directly to markets through content driven recommendations. Platforms like Douyin sold over 10.2 billion local specialty products from September 2024 to September 2025, averaging 24.48 million daily orders. Experts say the model reduces information gaps, strengthens rural industries. **(Economic Daily)**

SHEIN to Launch First Permanent Stores in France

SHEIN will open its first permanent French stores in November, starting at Paris' BHV Marais and later in Dijon, Reims, Grenoble, Angers and Limoges through a partnership with Société des Grands Magasins. The move marks SHEIN's first entry into physical retail in France, creating 200 jobs. Previously focused on online sales, SHEIN aims to revitalize city centers and support the French apparel sector. **(Radio France Internationale)**