

NEWSLETTER

E-COMMERCE

31 August – 6 September 2026



Temu Drives Growth Among European Local Sellers

A Temu survey of over 150 sellers across six European markets found that 50% expanded production, hiring or both after joining the platform, while 34% entered new international markets. Another 75% considered Temu an important or core sales channel. Temu's local seller program now covers over 35 European markets, with its overall business spanning more than 90 markets. **(Ebrun)**

TikTok Shop U.S. Cross-Border GMV Nearly Doubles

TikTok Shop's U.S. cross-border POP business nearly doubled gross merchandise value (GMV) year on year in H1 2026, with new sellers contributing nearly 40% of incremental growth. Merchant content sales reached over 2.3 times last year's level, while nearly 70% of leading sellers in marketplace and search maintained growth. The platform plans three peak sales periods during Black Friday season. **(DSB)**

AliExpress Brand+ Defies EU Tariff Pressure

During its August promotion, AliExpress Brand+ product sales in the European Union grew 97% year on year despite EU tax reforms. Supported by Brand+, AliExpress experienced relatively limited tariff impacts in the EU. French price-comparison platform Joke reported that Temu was hit hardest among major Chinese cross-border platforms, with orders falling by about half, while AliExpress and SHEIN were less affected. **(Jiemian)**

Meituan Expands Xiaoxiang Supermarket's Offline Retail Network

Chinese e-commerce and local services platform Meituan opened its first Xiaoxiang Supermarket offline store in South China in Shenzhen, expanding its nationwide large-store network to four locations. Covering over 3,000 square meters, the store offers more than 10,000 products. As of April 2026, Xiaoxiang Supermarket operated over 2,000 front warehouses across 57 Chinese cities, supporting delivery within 30 minutes. **(DSB)**

Meituan's Pinhaofan Strengthens Low-Price E-Commerce Strategy

Chinese local commerce platform Meituan's Pinhaofan added McDonald's to its platform, with over 3,000 participating stores. Its peak daily orders reached 35 million in 2025, nearly 40% of Meituan's average daily food-delivery orders. The platform is increasingly using bulk ordering, C2M customization and supply-chain optimization to connect brands with price-sensitive consumers and strengthen low-cost online consumption. **(Ebrun)**