ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

E-COMMERCE
12 - 18 October 2026



Horgos Emerges as a Cross-Border E-Commerce Hub for Central Asia
Horgos, Xinjiang, recorded cross-border e-commerce trade of 30.97 billion yuan (about 4.4 billion USD) in 2025, up 288.9% year on year. Trade reached 18.41 billion yuan in the first seven months of 2026. The border city is leveraging logistics infrastructure, bonded facilities and foreign-language livestreaming to expand Chinese goods sales across Central Asia and Russia. **(Xinhua)**

China's Rural E-Commerce Logistics Activity Rebounds in September
China's rural e-commerce logistics index rose 0.8 points month-on-month to 128.4 in September. In Jinzhai County, Anhui Province, 14 newly added autonomous delivery vehicles support same-day parcel collection and dispatch. Automated sorting handles over 300 parcels per minute, helping deliver local agricultural products to Shanghai in under 24 hours. **(CCTV)**

TikTok Shop Gains Traffic Share in Southeast Asia
TikTok Shop surpassed Shopee in visits in Indonesia, Vietnam, Malaysia and the Philippines in September. Across six major Southeast Asian markets, TikTok Shop recorded 462 million visits, compared with Shopee's 474 million. However, Shopee retained 53% of regional platform e-commerce gross merchandise value (GMV) in 2025, while content commerce expanded. **(Kuajingpai)**

Cross-Border E-Commerce Firms Face Rising Profit and Inventory Pressure
A review of 27 listed Chinese cross-border e-commerce companies found that only 12 achieved simultaneous revenue and profit growth in the first half of 2026. Fourteen reported declining profits or losses, while average inventory turnover reached 101 days and inventory value rose nearly 38% year-on-year. Companies are increasing research spending and expanding into markets beyond the U.S. **(Ebrun)**

SHEIN UK Revenue Exceeds £2.5 Billion in 2025
SHEIN's UK business generated £2.58 billion in revenue in 2025, with pre-tax profit rising 18% to £45 million. Key milestones included a partnership with Wireless Festival, a pop-up store on Oxford Street and a Christmas advertising campaign. The group's UK operating expenses, including administrative and distribution costs, more than doubled to £27 million. **(Ebrun)**