ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

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EU Accepts Temu's Plan to Tackle Dangerous Products
The European Commission has accepted Temu's action plan to strengthen measures against dangerous products sold on its platform, potentially bringing an investigation under the Digital Services Act (DSA) closer to conclusion. The Chinese e-commerce company faced a €200 million fine in May over failures to prevent the sale of illegal and unsafe goods, including hazardous toys and defective chargers. **(RFI)**

South Africa Faces Calls to Ban Chinese E-Commerce Platforms
South Africa's trade unions are urging the government to ban SHEIN and Temu, arguing that their low prices threaten local manufacturers, retailers and jobs. Tax reforms introduced since 2024 have increased costs for low-value imports, while a 2025 consumer-protection investigation remains unresolved. A 2026 report found SHEIN's annual growth slowed to 11% in 2025, while Temu's average monthly growth fell 42%. **(Ebrun)**

TikTok Shop U.S. Fall Sale Drives Nearly 3x Daily GMV Growth
From Oct. 5 to 18, TikTok Shop's U.S. cross-border POP business nearly tripled average daily gross merchandise value (GMV) year on year. Livestream sales grew more than 3-fold, while short-video sales rose 80%. Ahead of Black Friday and Cyber Monday, content-led commerce, seasonal products and gift-oriented categories are emerging as key growth drivers. **(Sohu.com)**

Meituan to Co-Develop 1,000 "Super Kitchens"
Meituan's food delivery business showed signs of recovery, with merchant revenue growth outpacing the broader catering market in China in the first half of 2026. General Manager Xue Bing said demand remained resilient as market competition eased and order structures improved. Over the next year, Meituan plans to co-develop 1,000 "Super Kitchens" with full-service restaurant brands to expand delivery-focused operations. **(Ebrun)**

SHEIN Expands Into Northern Brazil's Offline Market
SHEIN has opened its 15th pop-up store in Brazil, marking its first move into the northern region. The 779-square-meter store in Belém displayed over 12,000 items and was expected to attract 15,000 visitors. Since entering Brazil's online market in 2019, SHEIN has held 15 pop-ups across the country, attracting around 140,000 visitors to its first 14 stores, as it explores regional demand beyond major urban centers. **(Ebrun)**