ITALIAN TRADE AGENCY

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JD.com Beauty GMV Drops 13.2% in September
In September 2026, JD.com's beauty and skincare GMV reached 3.215 billion yuan, down 13.23% month-on-month. Facial skin care accounted for 71.4% of total sales at 2.296 billion yuan, dipping 5.8% from August. La Mer dominated overall brand rankings ahead of L'Oréal and Estée Lauder, while Mao Geping and Proya led Chinese domestic brands. **(Vogue)**

Tmall Beauty Sales Rebound in First Nine Months
Tmall's beauty GMV reached 97.7 billion yuan in the first three quarters, achieving a 3.74% year-on-year increase to successfully reverse its 2025 negative growth trend. The platform maintained the highest average item price among major e-commerce players. Driven by the strong recovery of global giants like L'Oréal and Estée Lauder, Tmall's core skincare segment grew 5.59%, outpacing Douyin's growth rate. **(Sina)**

Douyin Dominates China's Online Beauty Sales in Q1-Q3
Douyin generated 218 billion yuan in beauty GMV during the first three quarters of 2026, capturing over 57% of total sales across major platforms. The platform maintained a double-digit growth rate of 11.63% year-on-year to firmly solidify its top industry position. Its overwhelming market lead was anchored by the skincare and body care category, which contributed 128.97 billion yuan. **(Sina)**

Malta and Trip.com Sign Strategic Tourism Cooperation Deal
The Malta Tourism Authority and China's Trip.com Group signed a three-year strategic partnership. The agreement focuses on destination promotion, product diversification, and sustainable tourism to attract high-value Chinese and global travelers. Leveraging Trip.com's AI and big data capabilities amid a 60% surge in bookings, Malta aims to raise its non-EU arrival share to 40% within the next decade. **(Travel Daily Media)**

Anta Sports Becomes Puma's Largest Shareholder
China's Anta Sports has acquired a 29.06% stake in Puma from Artémis for 1.51 billion euros, becoming its largest shareholder. Operating across more than 120 countries, the German sportswear brand will retain independent management, operations, and corporate culture. Anta Chairman Ding Shizhong confirmed continued support for Puma's existing leadership and strategic direction. **(Sina)**